TEARSHEET

JULY 1995

Case Histories

Melanie Keen

Graphic Artist
Wausau Daily Herald
800 Scott St.
Wausau, WI 54401

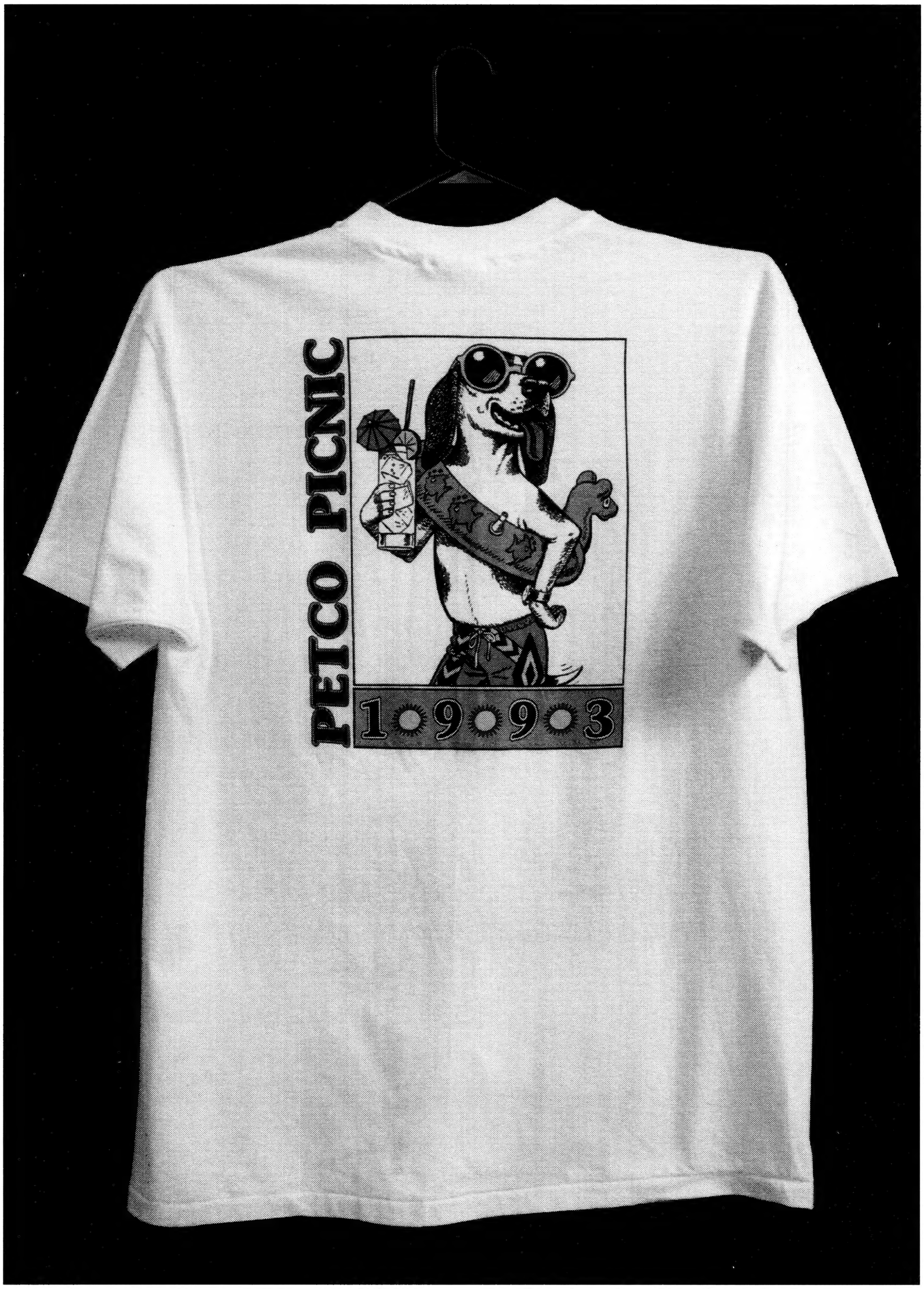
Art from June 94 *PMS* — roses, p. 21, girl, p. 10, swami, p. 2 — used on three ads at right for Crazy Daze retail promotion with a nursery rhyme/fairy tale theme. Heralds, on ad below, are from July 94 *PMS*, p. 12

Case Histories

Barbara Agnew

Graphic Designer
Petco Animal Supplies
9151 Rehco Road
San Diego, CA 92121

Cartoon dog from Aug. 92 *PMS*, p. 6, was the perfect choice for retail pet supply company's T-shirt. Sun accenting date is from Jan. 91 *PMS*, p. 24.



SUZANNE GRILL
Assistant to Marketing Director
Lincoln Center
505 Lincoln Center
Stockton, CA 95207

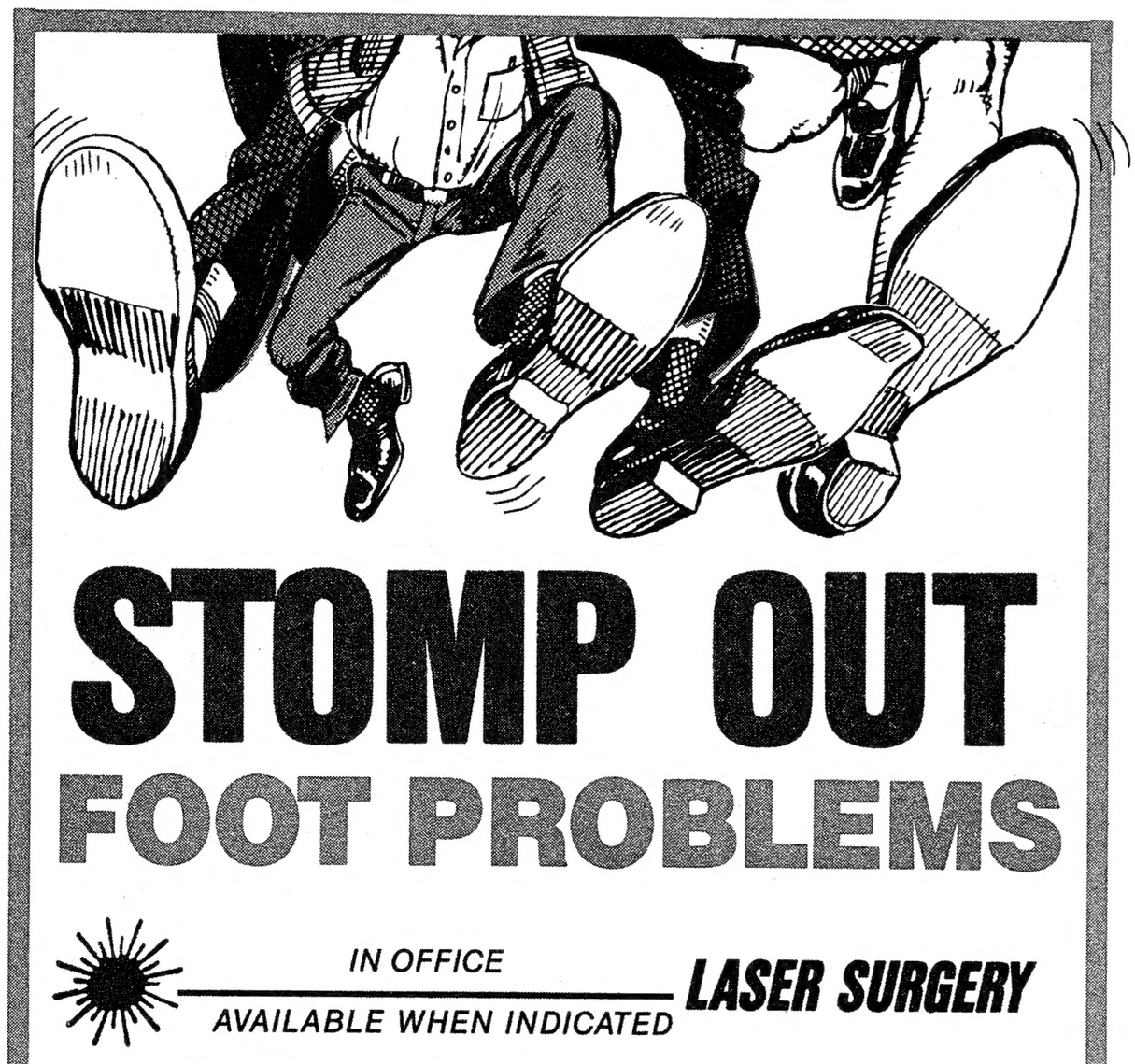
Headline and some produce removed from ad frame, June 93 *PMS*, p. 18, to create this black and white ad for a seafood restaurant.

Case Histories

CHANIN WALSH

Creative Artist
ADVO Inc.
2251 Front St., Ste. 205
Cuyahoga Falls, OH 44221

Running people lifted from May 88 *PMS*, p. 18, ad frame, then cropped to focus on feet for foot care clinic stuffer. Printed in black, purple, and green on white stock.



STOMP OUT
FOOT PROBLEMS

IN OFFICE
AVAILABLE WHEN INDICATED
LASER SURGERY

***FREE**
VISIT, EXAM AND CONSULTATION
Must show this card — Expires July 12, 1993

Wayne A. Lawrence, D.P.M. Michael G. Warshaw, D.P.M.

TRUMBULL FOOT CARE, INC.
2537 E. Market Street, Warren
372-5500
OUT OF AREA CALL COLLECT
• *INDUSTRIAL INJURIES* • *WORKER'S COMPENSATION*

In office treatment of:

Most insurance plans honored.

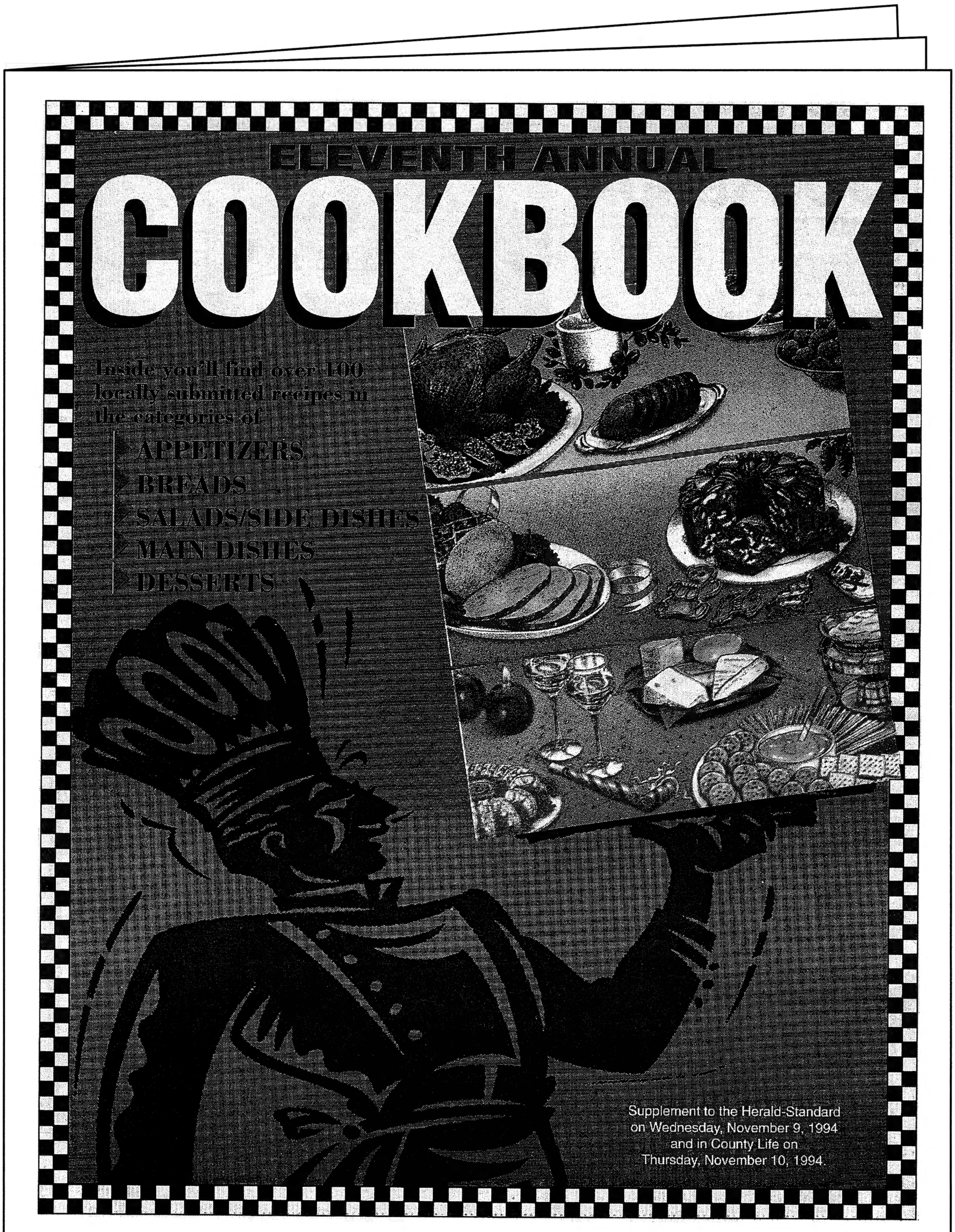
- Bunions • Corns & Calluses
- Ingrown Toenails
- Plantar Warts • Heel Pain
- and other painful foot conditions.

*(*X-RAYS, LAB TESTS & TREATMENT EXCLUDED.)*

Distributed by ADVO, Inc., Akron, OH (216) 928-5519 • 03 24S-**PF9685**

JULIE ANN CAPPELLINI
Creative Services Dept. Supervisor
Herald-Standard
8-18 E. Church Street
Uniontown, PA 15401

Silhouette chef from Nov. 95 *PMS*, p. 4, holds a platter of full-color food from Oct. 93 *PMS*, p. 26, on this special recipe supplement. The chef is printed in black, the background is dark gray. A black and white checkered border completes the piece.



Case Histories

Larry Gaylord

Graphic Artist
Binghamton Press Co.
4421 Vestal Pkwy. East
Binghamton, NY 13902

Type set on a circle surrounds sun from June 92 *PMS*, p. 6, on this poster announcing a downtown summer festival. Printed in black, bright orange, and screens of both on white stock.

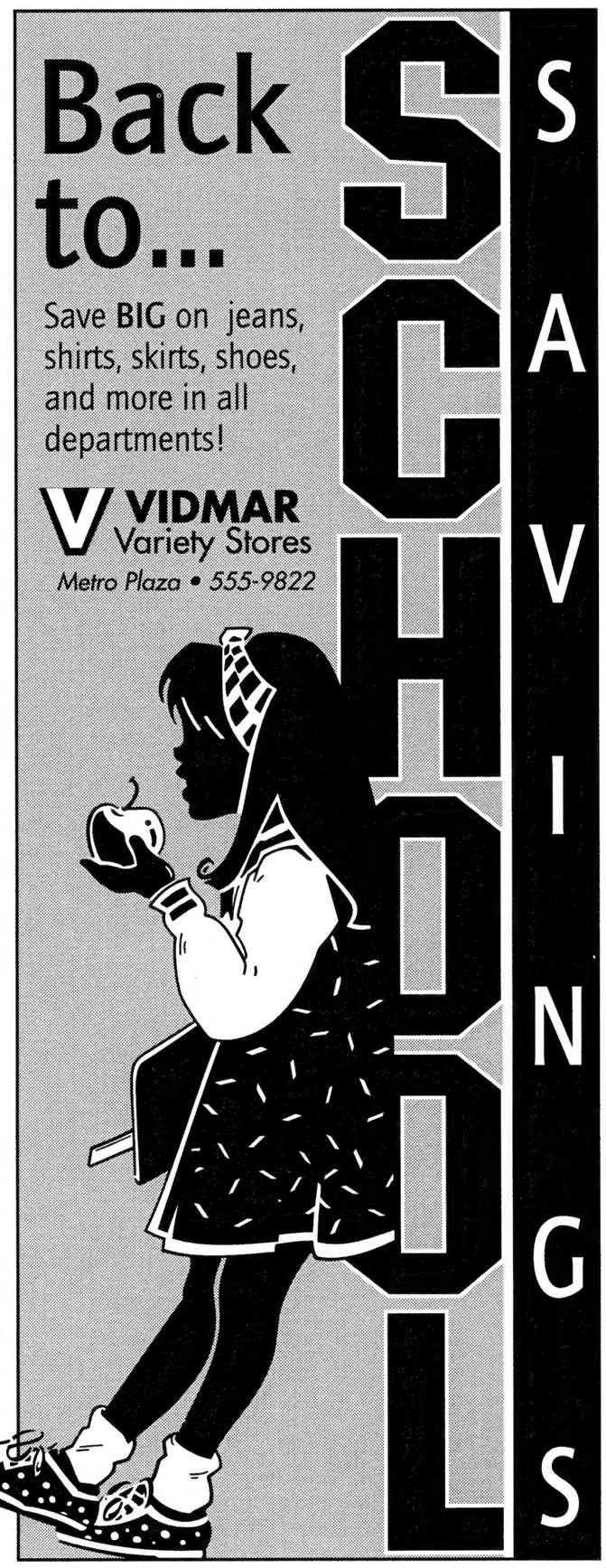
Poster Design Larry Gaylord. Printed Courtesy of Press & Sun-Bulletin.

For *PMS* Cover Story and Trade Show information please see the inside front cover of *Print Media Service.*

Focus on good design when working with small space ads and you'll get big results!

Even if your budget requires you to concentrate on newspaper ads that are one or two columns wide, there's no need to sacrifice good design. You may be tempted to do away with art and white space and cram your small space ad full of type. Bad idea! This will just make your ad look gray and alienate readers. Also, don't just take an existing ad and make everything smaller. You'll end up with tiny, illegible type and a cramped layout. Instead, cut your text down and try type tricks (like the stacked headline on the back-to-school ad at right) to allow you to use larger typefaces. Or simply use *EPMS* lettering as art, as shown on the bridal shop ad on the opposite page. You can also save space by narrowing the focus of your art and removing any unnecessary elements. Check out the design techniques used on these two pages to get the most impact from your small space ads. Schoolgirl: 058F0795.EPS; car: 106G0795.EPS; bear: 076F0795.TIF; lettering: 044F0795.EPS; hand: 072F0795.TIF; strongman: 081F0795.EPS; theater border: 109G0795.EPS.

1 col. x 5.5"



2 col. x 4"

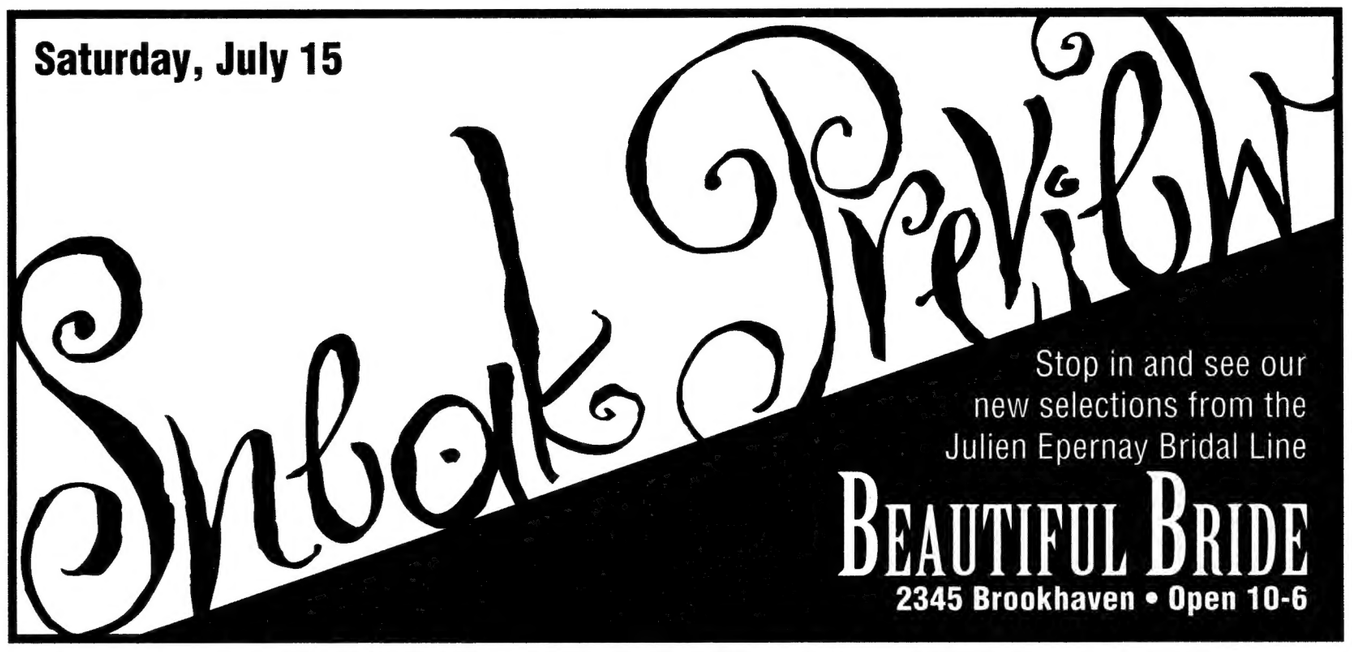
1 col. x 1.75"

To create the lights on the ad, above, the designer drew circles in Illustrator, added blends, and placed them on a black background. For the ad, above right, elements were removed from the art in a draw program, and the girl was reflected. To create a border for the ad at right in Illustrator, the designer drew a line, added anchor points, then applied the Roughen filter.

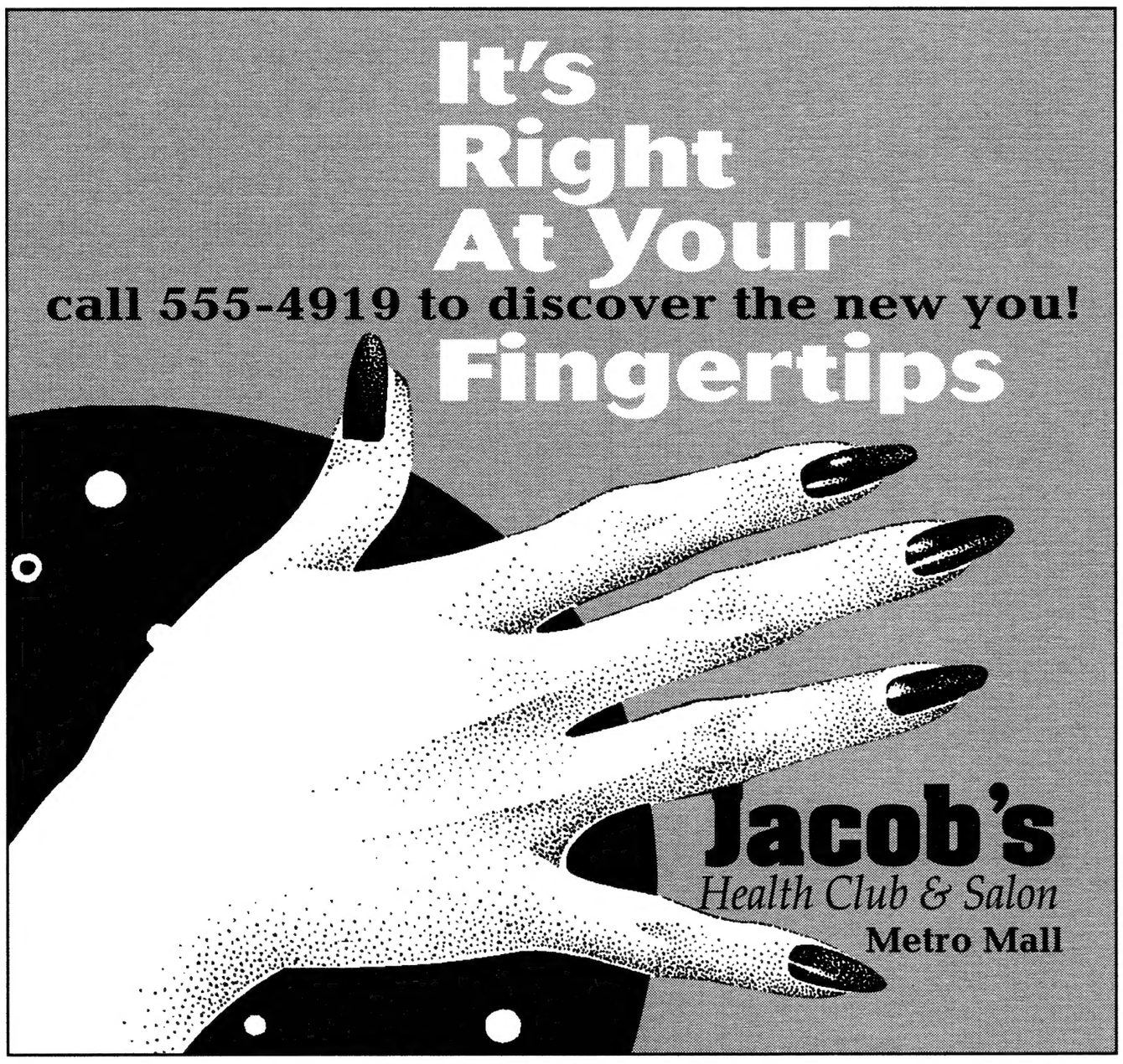
Fashion Preview

The designer altered the lettering above in a draw program to create the headline for the ad at right. She used the letters shown in gray for the first four letters of "Sneak," and created the "k" using portions of the "w" and the "h." For the ad below, elements of the art were removed in Photoshop, and a clipping path was added.

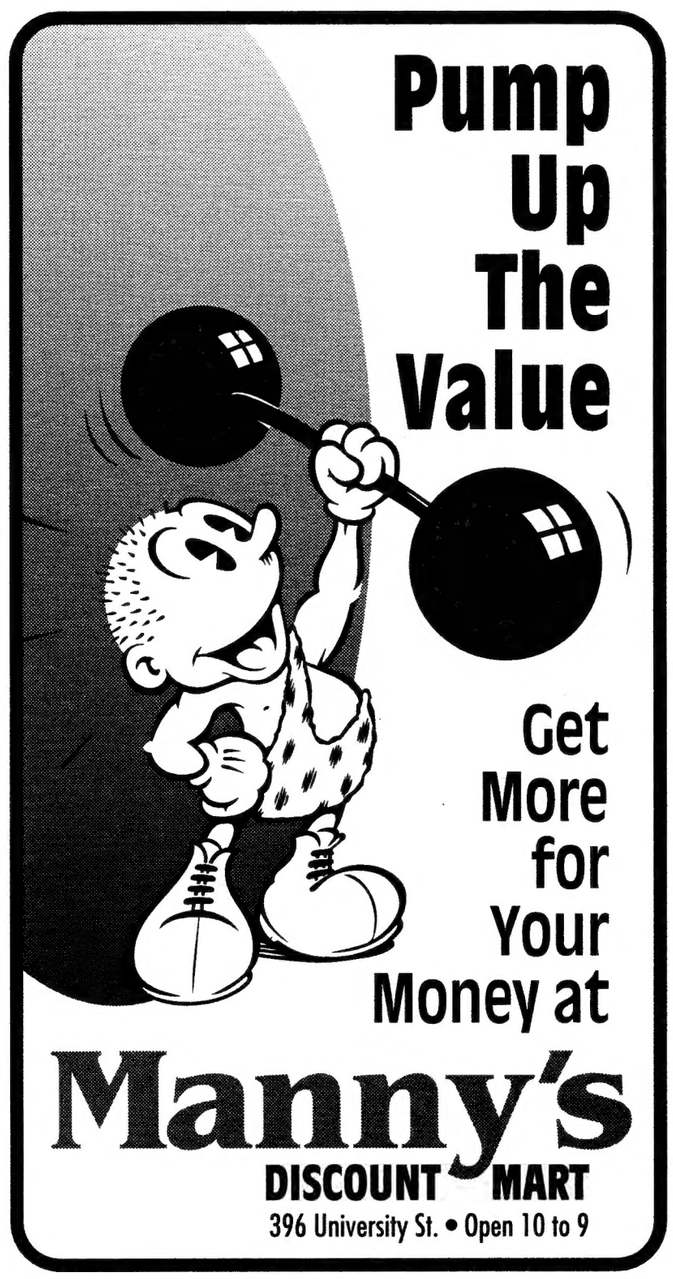
2 col. x 2"



2 col. x 4"



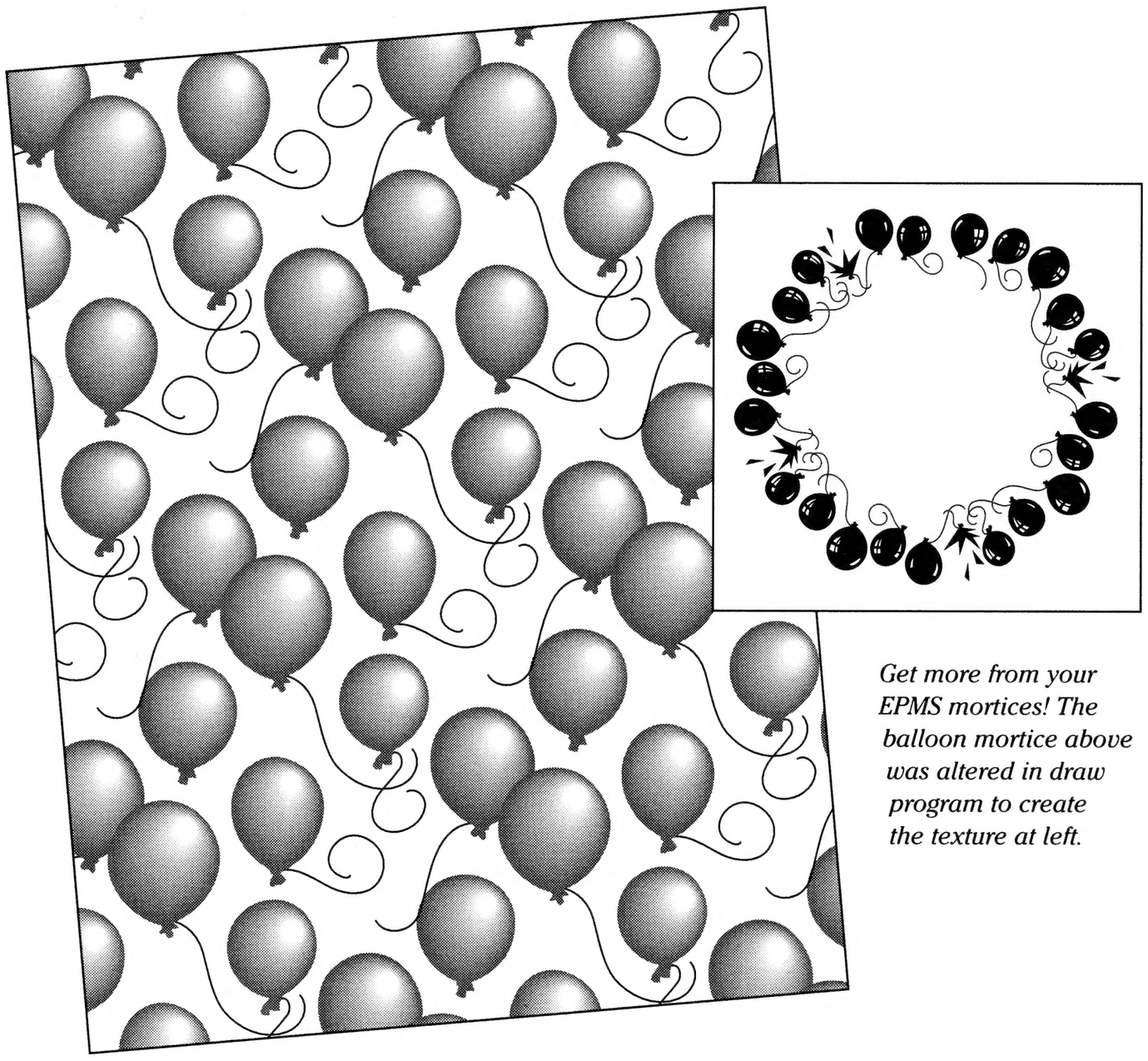
1 col. x 4"



2 col. x 3.25"

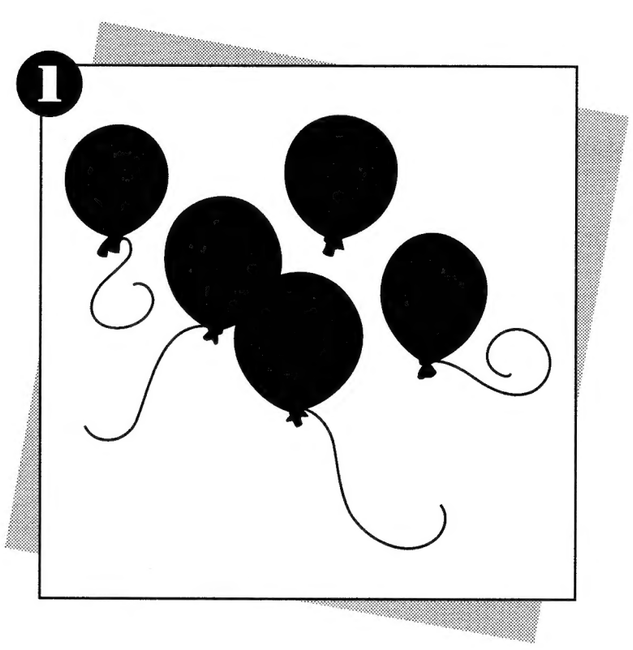
The designer cut and deleted sections of the border above in a draw program to create a frame for the ad at left. The stars and clouds at the top of the arch were positioned behind the type and screened. The strongman on the ad above was simply scaled in a draw program and accented with a grad-filled circle.

Textures: Make your own and make the most of your art

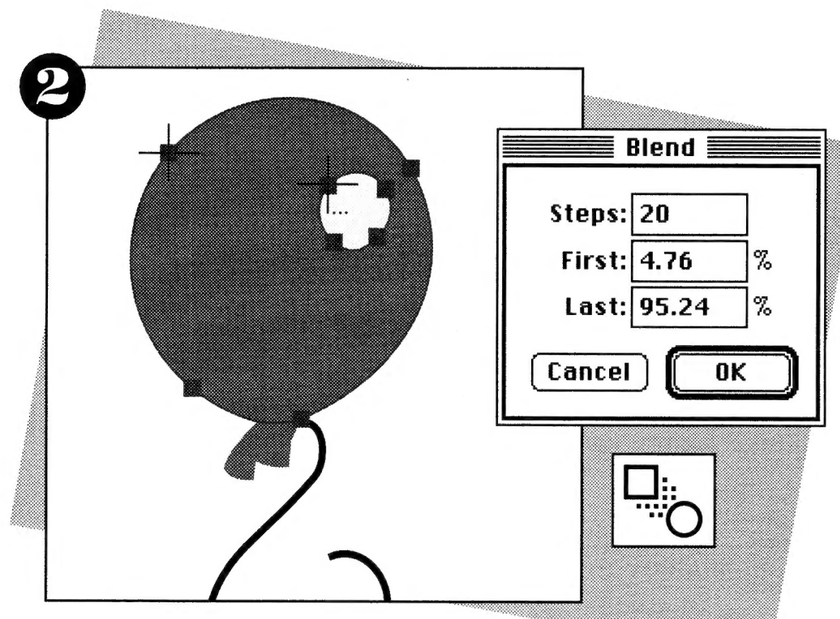


Get more from your EPMS mortices! The balloon mortice above was altered in draw program to create the texture at left.

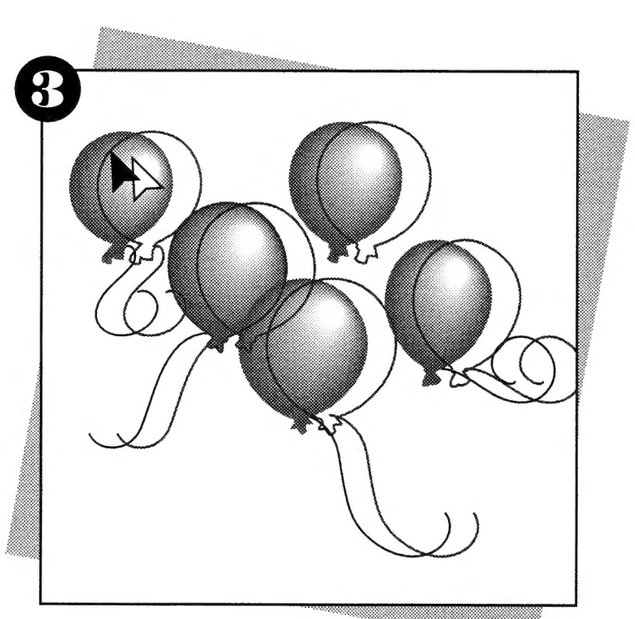
Background textures add depth to almost any printed piece, and they're easy to create. Most designers have taken a single piece of art, stepped and repeated, and screened it to create a texture. If you take a moment to think creatively when looking at art, you'll find that almost anything can be altered and manipulated to create a customized texture. For example, when our designer looked at the original balloon mortice at left, she didn't just see a circular frame. She thought of fun, parties, a celebration. Then she though it might make a nice texture. With a little manipulation in a draw program (as explained below), she was able to create a fun background that can be used for an ad, a party invitation, a poster, a fun flyer, a kid's card, or almost anything! Balloon mortice: 029F0795.EPS.



All but five of the balloons were deleted from the original circular mortice in Illustrator. The designer deleted the white highlights from the remaining balloons, rotated them, and arranged them in loosely in a group. Then she changed the fills to 50% black.



The designer filled the balloons with blends to add dimension. In order to get an offset grad that followed the oval shape of the balloon, she copied the balloon (but not the stem and string), scaled the copy about 20%, painted it white, and placed it in front of the original balloon. She selected both and clicked on the corresponding points with the blend tool, using the settings shown above.



Finally, the designer grouped the balloons, then option-shift-dragged to the right to create a copy of the group. She hit command-D to make several more copies with the same offset. Then she selected the row and repeated the process, dragging it up and to the left.

TYPE TALK

Think twice before you use that space bar!

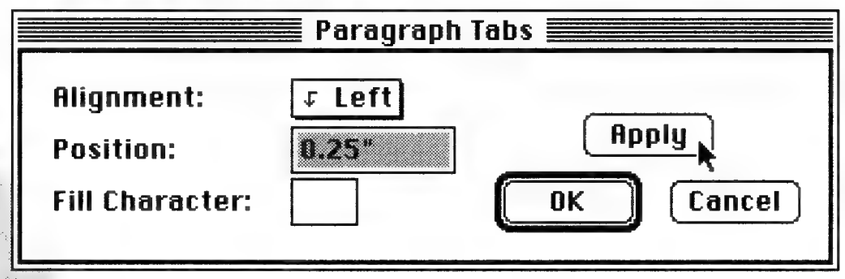
If you're trying to line up multiple items in a table, or set up a nice looking price list, or prepare a table of contents in your page layout program — don't touch that space bar! Use tab stops to line up items.

Unless you specify your own tab stops, QuarkXPress sets default stops every ½ inch across the text box. Quark lets you set six types of tab stops: **Left** — the text continues aligned left after the tab. **Right** — the text will be flush right against the tab stop. **Center** — text will center on the tab stop. **Decimal** — acts as a right tab until a decimal point or period is typed, then acts as a left tab after the decimal. **Comma** — acts just like the decimal tab stop. **Align On** — works like the decimal tab stop, but lets you choose any character on which to align your text.

PageMaker also has Left, Right, Center, and Decimal tabs that work as described above.

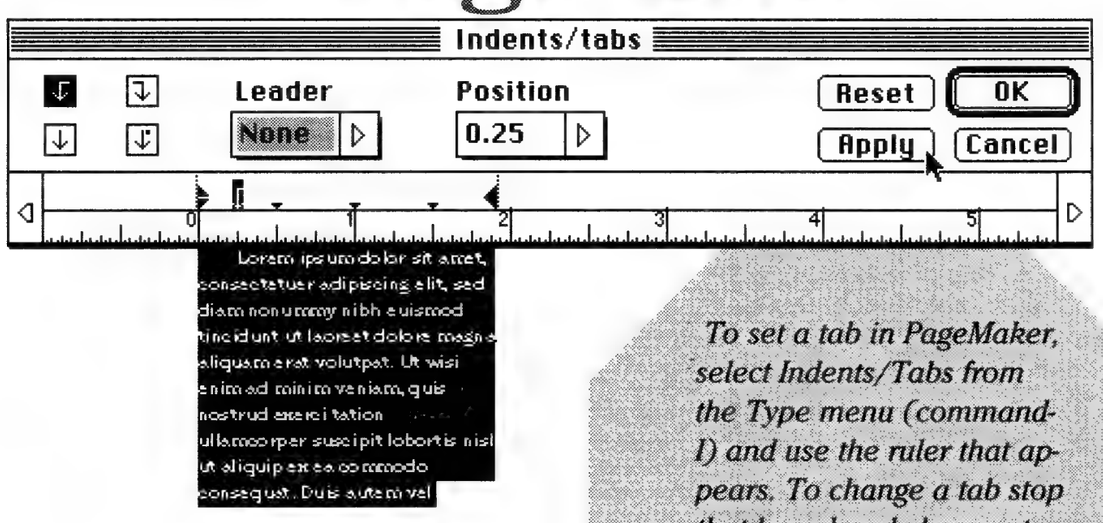
Note: To delete an existing tab in either Quark or PageMaker, access the tabs ruler, select the arrow icon of the tab you want to remove, and simply drag it off the ruler.

QuarkXPress



To set a tab in Quark, select Tabs from the Style menu (command-shift-T) and use the ruler that appears to place your tab stop. To edit existing tabs, select the type, command-shift-T, and move the tab arrows on the ruler.

PageMaker



To set a tab in PageMaker, select Indents/Tabs from the Type menu (command-I) and use the ruler that appears. To change a tab stop that has already been set, select the type, command-I, then click the Reset button or simply move the tab arrows on the ruler.

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

- 001A0195.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.

F: freestanding art: an illustration or heading. Freestanding art varies in size.

S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.

L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.

G: EPS ready-to-go ad at 3 columns (6 7/16") wide.

P: grayscale photograph.

C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .

D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.

T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

- 001A0195.TIF: These digits identify the month and year of the issue.
- 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

BACK-to SCHOOL

"BACK TO" AND PENCIL JULY 93 PRINT MEDIA SERVICE

2 for Book Sale

Choose one book from our large selection of titles and get a second book of equal or lesser value–FREE!

KRT Books
Meridian Plaza • M–S 10–8

Enroll for Fall

Now accepting applications through August 25

Kidcare
555-3920

Top: "School" lettering decorated with cartoon kids combined with "Back-to" and pencil lifted from July 93 *Print Media Service* "Back-to-School Savings" lettering.

TOOL BARGAINS

Back to SCHOOL

Back to

Find everything you need for going back to school!

Southport Mall

Hwy. 24 • Alton • Open daily 10–9

HEADLINE FEB 94 PRINT MEDIA SERVICE

WATCH THE SAVINGS STACK UP!

You can save a bundle when you shop or advertise in the daily classifieds. Call today to place your ad.

Herald Times Classifieds
555-4582

Truly Cool Savings

All In-Stock **Children's Shoes** REDUCED 10% to 30%

Shoe Fair
236 Brooklyn • M–S 10–9

THOUGHT BUBBLE MAY 94 PRINT MEDIA SERVICE

WOW!

I can't believe Mom found all these cool school clothes in one place.

Moms and Dads trust us to provide the best fashions at the lowest prices

SHIRTS $10 OFF

PANTS $15 OFF

SWEATERS $20 OFF

Bergan Sax
In Parkside Plaza
Mon.–Sat. 9–9, Sun. 12–6

Look Mom, NO HIGH PRICES!

Hurry in for big savings on the stuff your little person needs for school

Little Lamb
Fall Fashions ..... 20% off

Wee Wear Outsiders
Sweaters ..... 15% off

Murlington
Fall Coats ..... 33% off

Jack B. Nimble
Fall Fashions ..... 25% off

Tuff Kidz
Shoes ..... 20% off

Now through Sunday all red tag items 50% off

Ted E. Bear
Meridian Plaza • Mon.–Sat. 9–8

We have everything from A to Z

Valley Drug 2456 Bethany Mon.–Sat. 8–7

100 page College Rule Reid Notebooks....89¢	50 ct. pkg. Neato Pencils.....99¢	Unbreakable Plastic Ruler.....39¢
100 ct. pkg. College Ru...	20 ct. ass't. pkg. R...	Cartoon Characters ...encil Sharpener..69¢

These savings will make you SMILE

Sale runs through this Saturday!

Shop where you get more variety for your money!

SuperClean Spray Starch $1.39 20 oz. Regular or Extra

Stay-Tru Hair Spray $1.19 16 oz. Regular & Super Hold

Assorted colors 6 pack Votive Candles 99¢

12 oz. bag Lorna Potpourri	$2.49
10 oz. skein Yarn	$1.29
Pkg. of 3 Clip-On Earring Backs	$2.29
2 ct. pkg Adco Crochet Hooks	$3.69
100 ct. ass't. Seed Beads	$1.89
Single bush Silk Flowers	$3.69
Unbreakable Ass't. Family Pack Combs	$1.69
Natural Bristle Hair Brushes	$1.38
Shatterproof Hand Mirrors	$1.29

"Free Parking daily behind the store!"

Feel Better Aspirin $3.49 100 ct.

Geode Cosmetics 20% OFF Lipstick, eye shadow, mascara, and more.

12 oz. bottle Cherise Scented Bath Oil	$3.79
14 oz. bottle ShinyHair Shampoo	$2.29
3 bar pkg. CleanzAll Bath Soap	$1.59
6 oz. QuickDry Deodorant	$1.79

Vidmar Variety
457 Lake Ave. • Open daily 9–6

LUNCH BOX FAVORITES

No time to make lunch? Get healthy, ready-to-go salads, sandwiches, fruits, and desserts here!

The Corner Deli
5627 Main St.

A+ Style

If you think getting a great haircut means paying a high price, then think again. Get a fabulous fashion cut for only $12–every day!

Hair One Salon
348 Sunnyslope Dr. • 555-4521

Get right to the POINT

Everything points to incredible savings on the school supplies you need!

All school supplies are 25% off through Saturday

Five & Dime
4636 Vine
555-7718
M–S 9–7

Here's to your SUCCESS

Best of luck to all area students and teachers for the 1995-96 school year. Your success reflects well on the entire community.

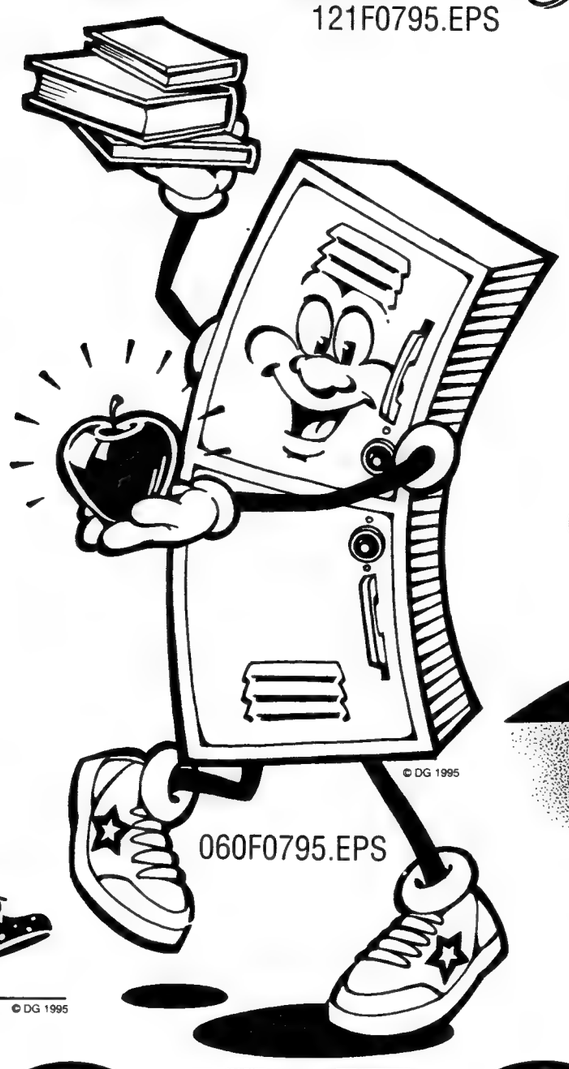
Citizen Bank of Alton
2457 N. Main • 555-7829

121F0795.EPS

© DG 1995

057F0795.EPS

058F0795.EPS



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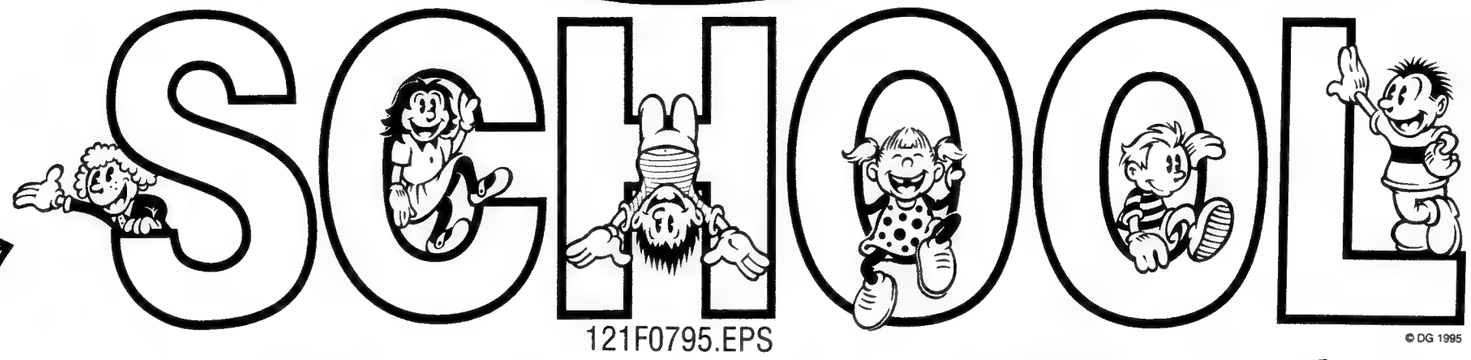

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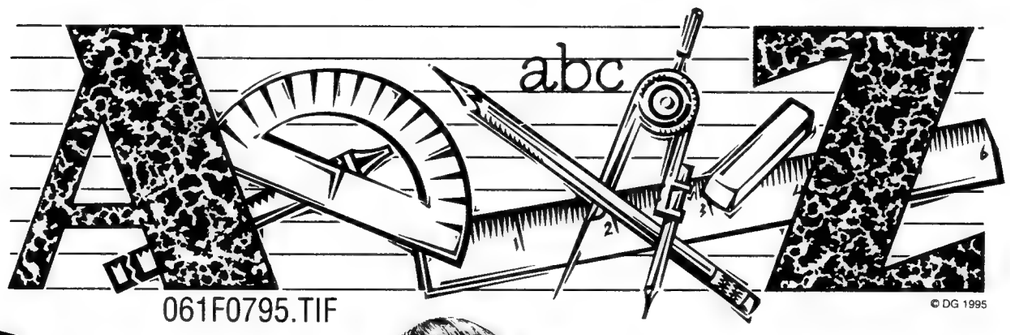

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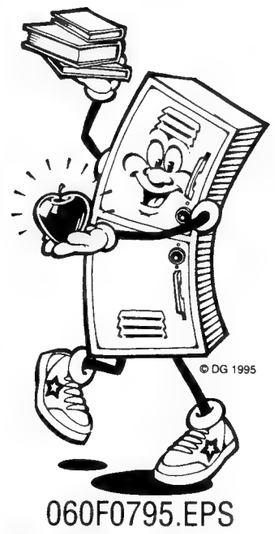

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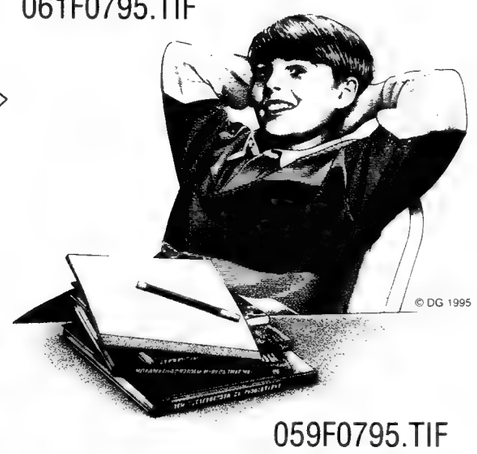

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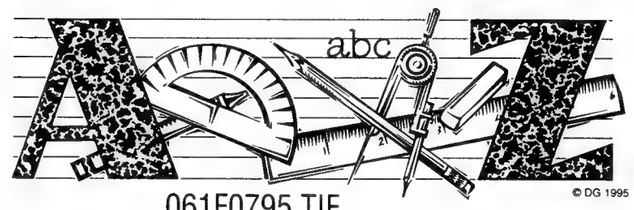

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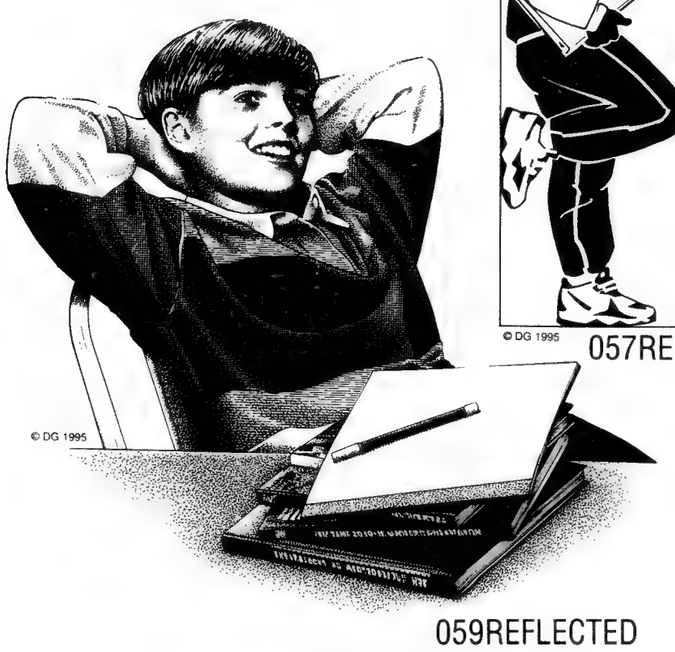

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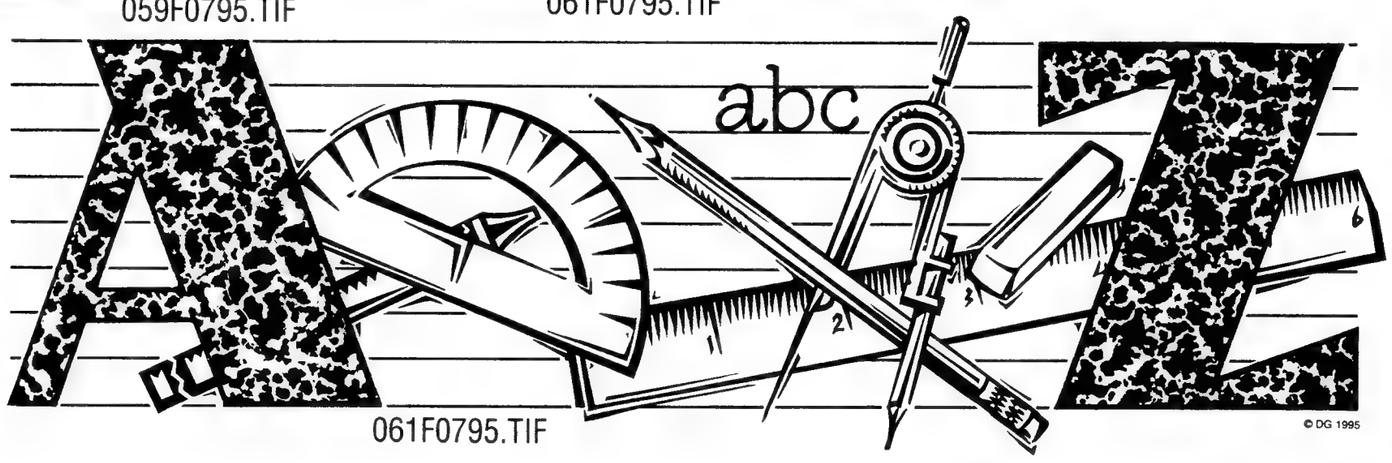

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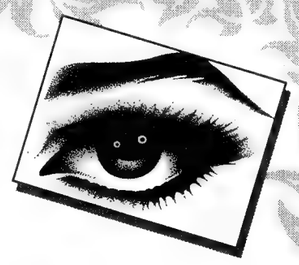
Note: Numbers identify images for Electronic PMS subscribers.

HEADLINE JAN 90 PRINT MEDIA SERVICE LEAVES JULY 93 PRINT MEDIA SERVICE

Pamper Yourself!



Treat yourself to the latest beauty products designed to make your eyes, lips, nails, hair, and skin more beautiful at prices from 10 to 50% off retail!

- Shampoos, Conditioners, Styling Products, Hair Colors
- Manicure & Artificial Nail Products • Skin Care Products
- Cosmetics • Hair Styling Appliances • Fine Fragrances

Beauty Boutique
143 N. Main • **555-8090**
Open: Mon.–Fri. 9–5; Sat. & Sun. 9–1

HEADLINE JUNE 93 PRINT MEDIA SERVICE

DESIGNED with you in mind

The latest casual fall fashions that fit your lifestyle and budget

Looking great doesn't have to cost a fortune! Get the styles you want in easy-wear, easy-care fabrics and save up to 30%.

Dresses–$16.99 to **$59.99**
Accessories–$5.99 & up
Jeans–$16.99 to **$59.99**
Skirts–$16.99 to **$59.99**
T-Shirts–2 for **$13.99**

The latest styles for less!

Penningtons ◆ 407 E. Marsha Road 555-7856 • M–F 8–5

Personal style

Make your home a reflection of you.

The interior design experts are ready to help.

- *Window treatments*
- *Wall coverings*
- *Furniture & Accessories*

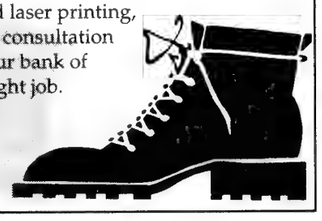
Siegle Interior Design
415 E. Lincoln St. • **555-6543**

take a step in the right direction

Start your career on the right foot!

Whether you're looking for your first job or a better job, our staff is ready to help. Professional resumé writing and designing services and laser printing, job interview coaching, and wardrobe consultation prepare you for your interview, and our bank of employment listings helps you find the right job.

Call us today at 311-555-2100.



AIC Employment Agency

LEAVES BORDER JULY 93 CLIPPER

listen to the sound of prices falling down

During our Get Set For Fall Sale, save from 10 to 40% on everything from sewing supplies to lawn and garden needs.

Plus, register to win one of three $100 merchandise gift certificates to be given away this Saturday.

Six spools Exeter Thread	$2.49	35-ct. box Sturdee Trash Bags	$2.49
Pogue EZ Sewing Patterns	$2.99	12-ct. bag ass't. Tulip Bulbs	$4.29
200-ct. pkg. Seed Beads	$3.29	Six-ct. pkg. White Tube Socks	$3.59
14 oz. skein Acto Acrylic Yarn	$1.49	Three Pack White Men's T-Shirts	$5.19
Two-bar pkg. Westy Bath Soap	$1.79	10 oz. bag Ritco Cough Drops	$2.19
12 oz. bottle Shine Shampoo	$2.19	200-ct. bottle Aspirin	$1.99

Prices good through this Saturday!

Vidmar Variety 1210 S. Frye • 555-4536 Hrs: M–F 8–4, Sat. 8–12

follow your senses to great savings!

CONNORS Parkview Mall

SWIRL APR 94 CLIPPER LEAF TEXTURE AUG 93 CLIPPER

Special Supplement To The Times • Sunday, July 30, 1995

Fall Fashion Preview

Find out where to get this year's latest fall fashion styles. Look inside for tips and hints from the fashion experts on how to update your wardrobe with the season's most important pieces.

HEADLINE AND GRAPHIC EMBELLISHMENTS MAY 90 PRINT MEDIA SERVICE

Express Yourself

Just In Time For Fall

Our Annual Fall Preview Sale

20% to 40% OFF

Through this Saturday, find incredible savings on the hottest fashions from your favorite designers. Career clothing, casual wear, evening fashions, separates, coats, accessories, and shoes are reduced up to 40% for this special sales event.

Bergan-Saxx
Located in Crescent Mall

Plan now for a brighter future

To get the job you want, you need the training only a solid education can provide!

- ◆ Word Processing ◆ Paralegal
- ◆ Dental Hygiene ◆ Childcare
- ◆ Accounting ◆ Liberal Arts
- ◆ Physical Therapy Assisting
- ◆ Court Reporting ◆ Business
- ◆ Computer Programming

For more information or to get a fall class schedule, call or visit the Admissions Office today.

Valley College
142 W. Main • 555-5925

HEADLINE OCT. 93 PRINT MEDIA SERVICE

STEPPIN' with Style

Now YOU can get the look you want during our

Back-To-School Sale!

When you get a complete eye exam during the month of July, take $20 off the price of any pair of frames or contact lenses.

Frame prices starting at **$49.99**

M–F 8–5, Sat. 9–3

Anderson Optical 827 First • 555-3038

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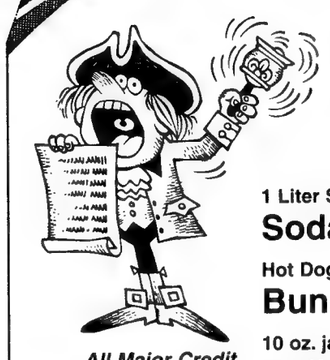
HEADLINE BANNERS AND FIREWORKS JULY '93 PRINT MEDIA SERVICE

IT'S A BLAST!
4th of July Sale



1 lb. bag Ruffly Ridge
Potato Chips . . . $2.49

1 lb. Extra Lean
Ground Beef. . . . $1.49

1 Liter Sweetie
Soda . . . . . 99¢

1 lb. Big Guy
Tomatoes . . 79¢

Hot Dog or Burger
Buns . . . . . 89¢

Pkg. Wendt Meats
Hot Dogs . . 99¢

10 oz. jar Pickle
Relish . . . . . 99¢

1 lb. Deli Light
Onion Dip . . 89¢

All Major Credit Cards Accepted

1 lb. Golden
Sweet Corn. . . $1.39

1 lb. Deli Light
Potato Salad. . $1.79

Remember–Every Tuesday Is Double Coupon Day!

These special sale prices are good thru this Saturday

Brenton Super Foods

"Your Local Grocer"
1489 S. Wickwood
Open 24 Hours

Planning A Picnic? Let Our Deli Make A Delicious Meal For You!

Through Saturday, buy any of our $3.99 Lunch Specials and get a second one for free!

GOTHAM DINER
2098 North Alexander

HEADLINE JULY 94 PRINT MEDIA SERVICE

STAR SPANGLED Savings

Strike Up The Band And March In For Super Savings On Selected Furnishings

Prices on a large assortment of quality furniture are slashed up to 40%! Choose from sofas, loveseats, chairs, dining room sets, bedroom suites, end tables, china cabinets, and much more through Sunday.

Thorpe Fine Furniture
4318 W. Monroe • Mon.–Sun. 10–7 • Credit Terms Available

BORDER JULY 94 PRINT MEDIA SERVICE

MARCH IN FOR SAVINGS

Save 25% On All Fourth of July Party Supplies

Red, white, and blue plates, cups, utensils, decorations, bunting, and streamers are on sale thru Saturday.

The Party Center
7639 Lindhurst

Get Ready For An Explosion Of Incredibly Low Prices On Quality Appliance Brands At

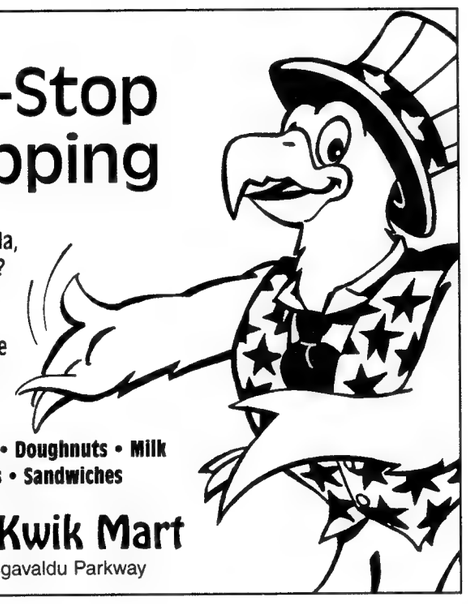
MORGAN HOME CENTER
3048 Westmoreland • Mon.–Sat 9–9, Sun. 11–7

All-American SAVINGS

Save 20% On All In-Stock Lawn Furniture through this Tuesday, July 2nd!

Lincoln Furniture
8382 West Hofield • M–S 9–9

One-Stop Shopping



Need gas, a soda, maybe a snack? No problem! Get all this and much more right here, 24 hours a day.

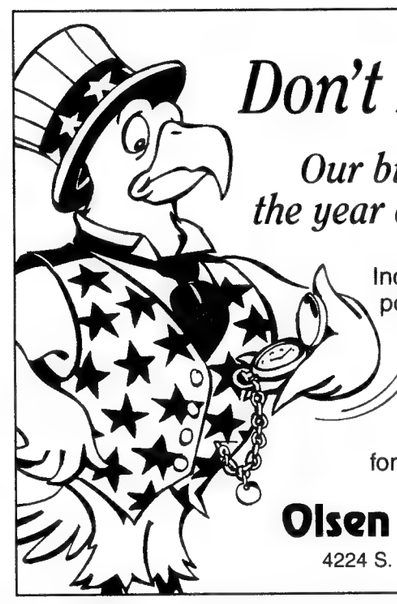
• **Soda** • **Candy** • **Doughnuts** • **Milk**
• **Pizza** • **Snacks** • **Sandwiches**

Logan Kwik Mart
9481 East Gasgavaldu Parkway

Get More **BANG** For Your Buck!

Summer Dollar Days Sale
Sunday, July 23rd,
thru Saturday, July 29th

THE DISCOUNT HOUSE
9251 S. Kedzie • M–S 9–9



Don't Miss It!

Our biggest sale of the year ends Sunday

Incredible savings on power tools, building supplies, yard and garden supplies, and lots more await you! Be sure to shop early for the best selection.

Olsen Hardware
4224 S. Frye • Open M–S 9–9

"SPECIALS" NOV. 92 PRINT MEDIA SERVICE

All-Star Fourth Of July *Specials*

Celebrate Uncle Sam's Birthday With Big Savings

Everything you need for your Fourth of July bash is on sale through this Tuesday, July 4th. Prices on paper plates, insulated cups, utensils, coolers, ice packs, charcoal, and lighter fluid are reduced.

Save 25% to 50%
on selected seasonal items

Vidmar Variety Center
7170 West Washington • Monday–Saturday 9–8, Sunday 11–5

Hear Ye! Hear Ye!

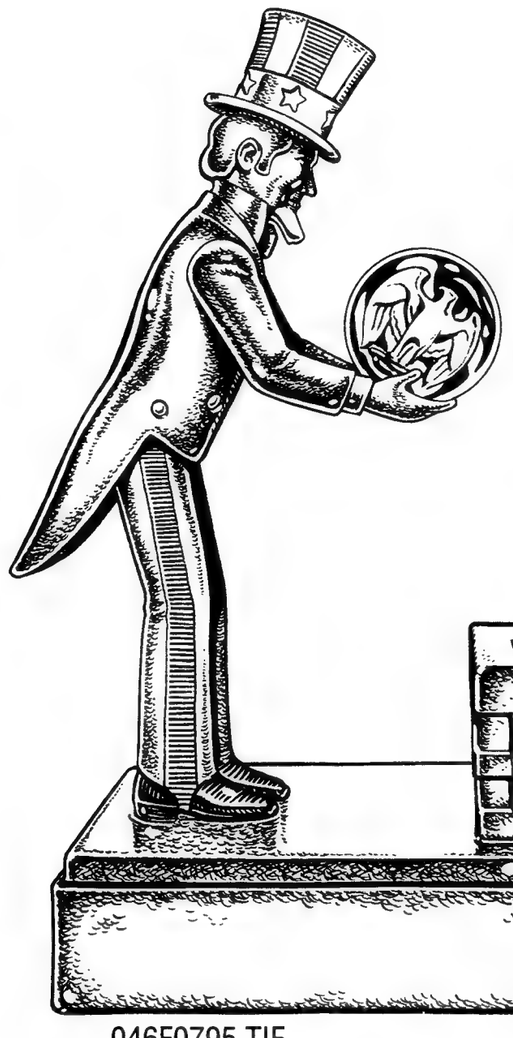
Take advantage of these special savings through this Saturday!

Announcing The Biggest Used Car Sale Of The Summer

Save from $400 to $1,000 on every quality used car in stock!

Sales of new cars have been good and we've got more quality used vehicles than we can handle. Prices on all in-stock used cars, trucks, and vans are slashed to rock bottom so we can move 'em out and you can save big money. Come see us today!

Rivervalley Auto Sales
1429 E. Lincoln Pkwy. • Open Monday thru Saturday from 9 a.m. to 8 p.m.



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12-Hour Sale

Saturday, July 8th
9 AM–9 PM

Courtesy Day
Friday, July 7th

ALL STORES OPEN 9 AM!

An Extra Day Of Savings For Our Preferred Customers*

* Watch the mail for your invitation!

Open M–S 9–9 • Bergin Sax • Candletree Plaza

July 16th, 17th, & 18th • Gates Open At 9 AM Daily • Free Parking
$3 Admission • Find Something For Everyone
Prize Drawings • FREE Admission To The First 50 People Each Day

---

It's easy to spot the deals at our
Christmas In July Sale

Big red tags on selected items throughout the store mean special savings up to 40%!

- Clothing • Shoes
- Housewares
- Linens • China
- Electronics
- Accessories

This special Xmas gift lasts thru this Saturday.

Famous Place
Rte. 24 & Rte. 116

Some places have all the Sun

It's time to make your escape with a cruise to paradise!
These four-day, three-night cruise packages include airfare, accommodations, and meals.

The Virgin Islands $999
Departs from Morton Airport

The Bahamas $899
Departs form Waymouth Airport

Bermuda $799
Departs from Lanfair Airport

Destination Travel
Metro Mall 555-4500

BURST AND WORD BALLOON AUG 92 CLIPPER ROPE BORDER MAY 94 CLIPPER

These Prices Won't Ruffle Your Feathers!

FREE Delivery

"You can count on our service, savings, and selection."

Simms Appliance Center
618 West Oliver • Open M–S 9–9

Kentwood Gas Range AutoClean feature. Reg. $479	$389.89	**Tashita Big-Screen TV** Stereo sound and remote. Reg. $849	$699.89
VeriClean Dishwasher PotCleaner feature. Reg. $449	$399.89	**Wembley Washer** Four wash/rinse cycles. Reg. $569	$459.89
Zappit Microwave 800 watt, w/turntable. Reg. $249	$179.89	**Wembley Dryer** Gas, w/Energy Saver feature. Reg. $589	$499.89

On-the-spot financing available to qualified buyers. Sale ends Sunday.

SPLASH SEPT 94 PRINT MEDIA SERVICE

Sunsational
SUMMER SALE

Take Up To 50% Off
the prices of selected clearance merchandise in every department!
The Sunsational Summer Sale ends this Saturday. Quantities are limited, so shop early for the best selection.

Willmore Mall **Bloomingtons** Open M–S 9–9

BURST AUG. 92 CLIPPER

Early Bird Specials

Dine with us from 5 to 7 and save!

Come enjoy a delicious seafood meal outdoors on our beautiful riverside deck.

Come try a selection from the Early Bird Menu tonight.

The Surf & Turf Early Bird Special features petite prime rib and one pound of crab legs with soup, salad, and rolls for **$14.99** tax not included

Gulf Shrimp w/soup, salad, and rolls .. $12.99
Lobster Alfredo w/soup, salad, and rolls .. $16.99

Windsor Fish House
3801 N. Harbor Rd.

Have Fun And SAVE

Super Summer Savings Through This Saturday!

$3.79 tax not included
Alsley 8 oz. Lotion or Cream
Sun Block

$12.99 tax not included
Gadabout Toddler sizes S–L
Swim Suits

Special discounts in every department!

$1.49 tax not included
Kids sizes S–L
Thongs

$4.19 tax not included
Collection of Plastic
Pool Toys

Take advantage of Senior Citizen's Discount Day on Tuesday!

$2.79 tax not included
Alsley 14 oz. After-Sun
Aloe Lotion

$1.09 tax not included
Your Choice Ass't. Plastic
Sand Toys

Koch Variety Mart
1431 Wabash Avenue • Open M–S 9–9

ANNUAL

Super Summer Scorcher Sale

Leather Handbags Assorted styles and colors	now $16.99
Suede Sandals Assorted colors	now $21.99
Dress Pumps Assorted heel heights and colors	now $18.99
Tennis Shoes Assorted colors	now $14.79
Deck Shoes Limited sizes and colors	now $16.99
Penny Loafers Limited sizes	now $27.79
Running Shoes Assorted colors	now $21.79

Simone Shoe Store
1204 W. 8th • Open M–S 9–9

Add A Splash Of Fun

Start your day off right with a good breakfast!
Try one of our delicious breakfast combinations. A hearty meal is only **$3.39** tax not included

HOMESTYLE
Restaurant
Retro Shopping Center

Take The Plunge

Stop in today for a fast, delicious summer lunch!
Try a different Lunch Special every weekday. Get an entree, soup, and salad for only **$4.95** tax not included
Get great food in a fun setting!

HOMESTYLE
Restaurant
Retro Shopping Center

Jump Right In

You'll love the variety on our Dinner Buffet!
The Buffet features six entrees each evening, plus salad bar, veggies, and dessert for only **$5.95** tax not included
Get great food in a fun setting!

HOMESTYLE
Restaurant
Retro Shopping Center

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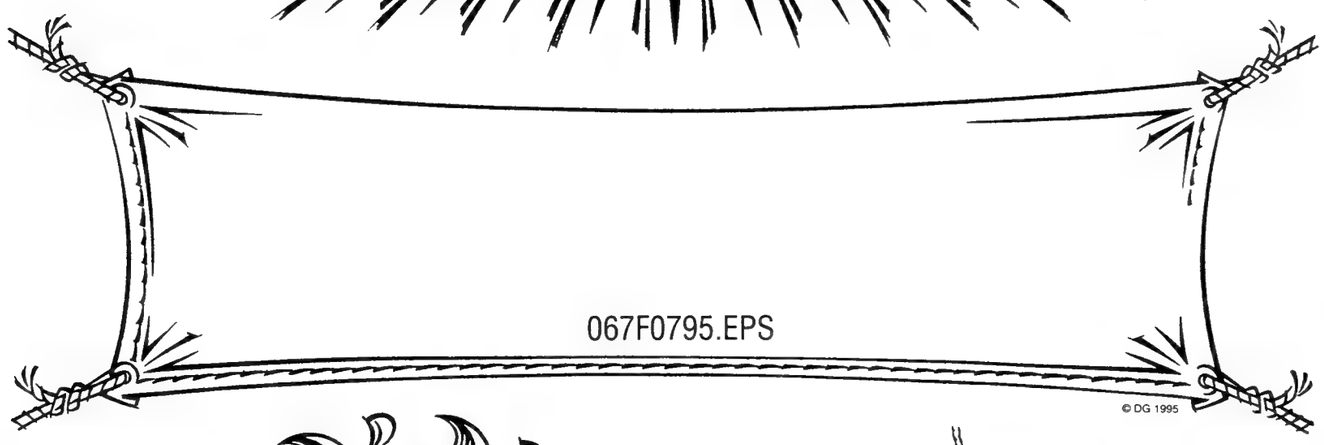
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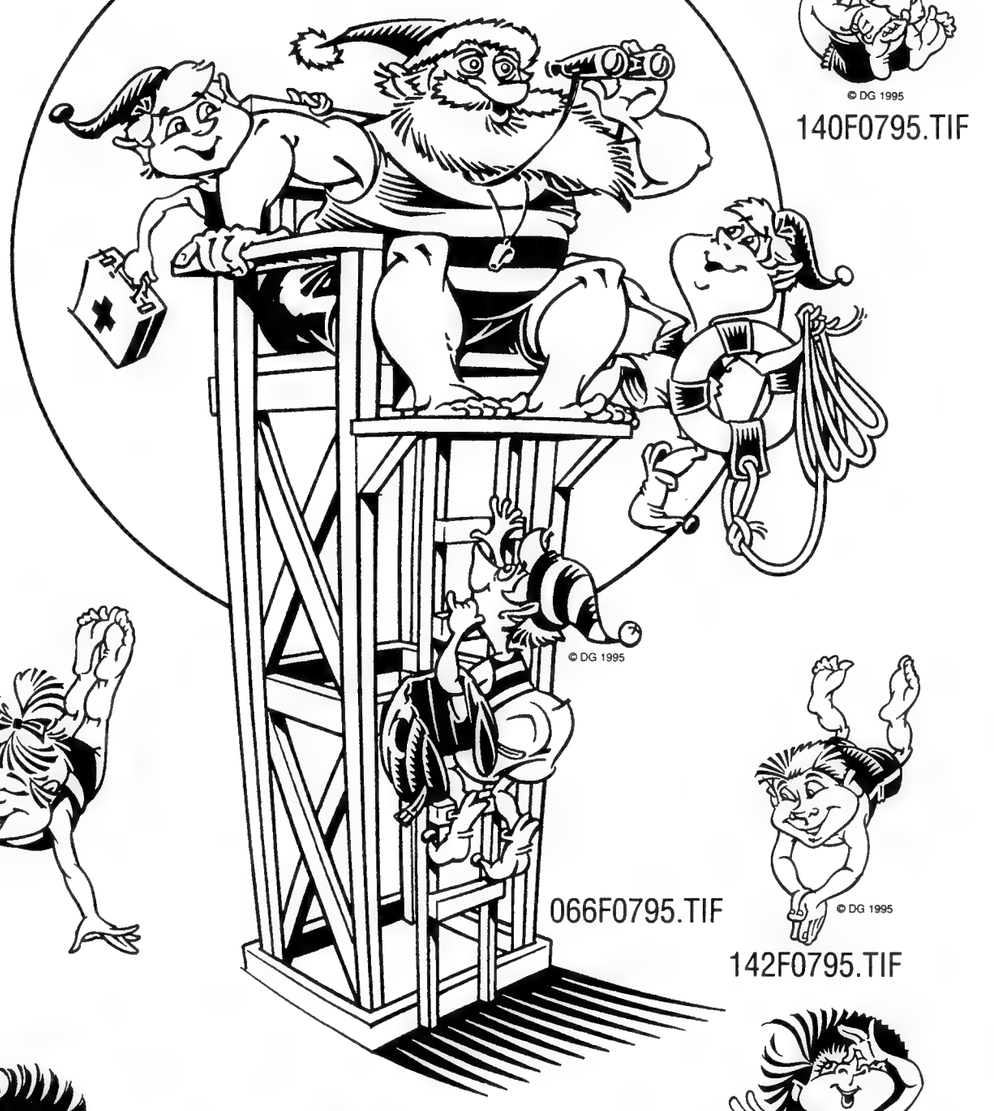
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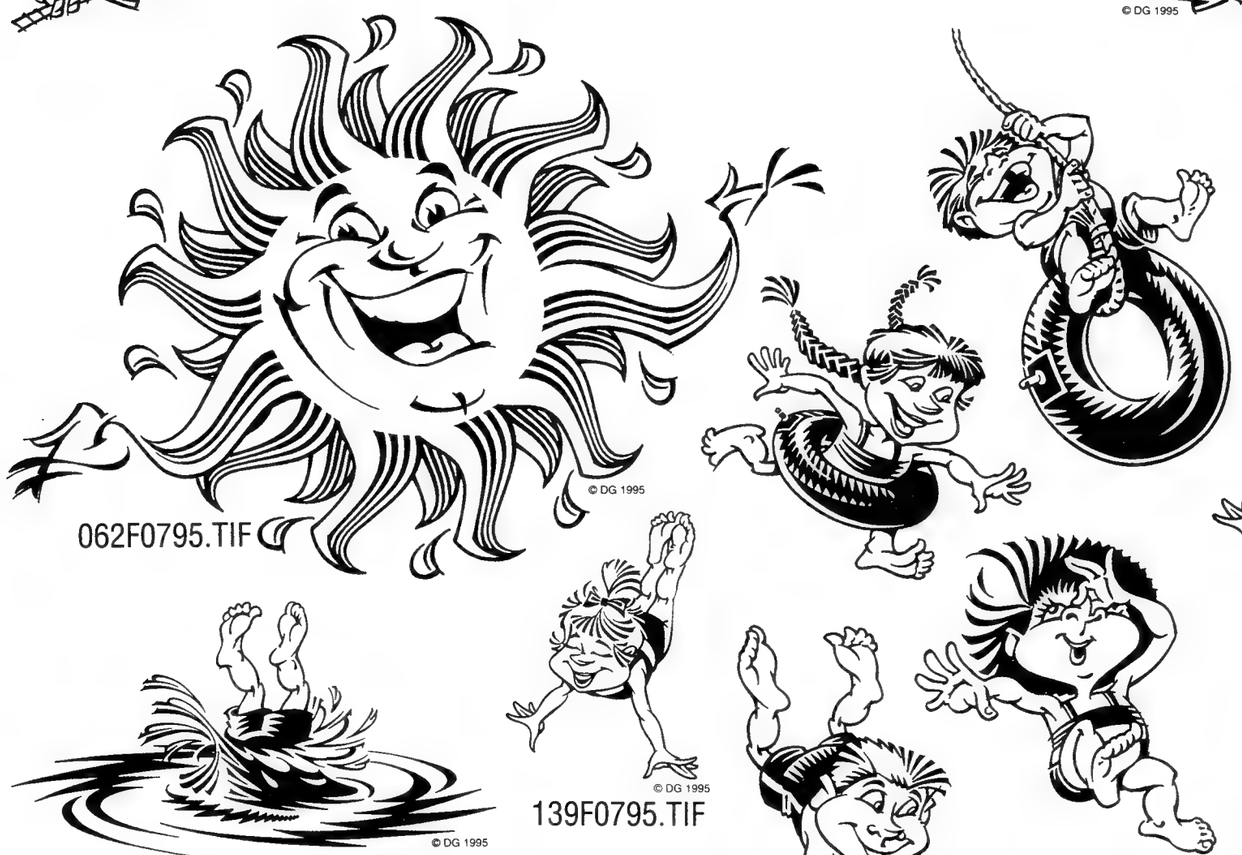
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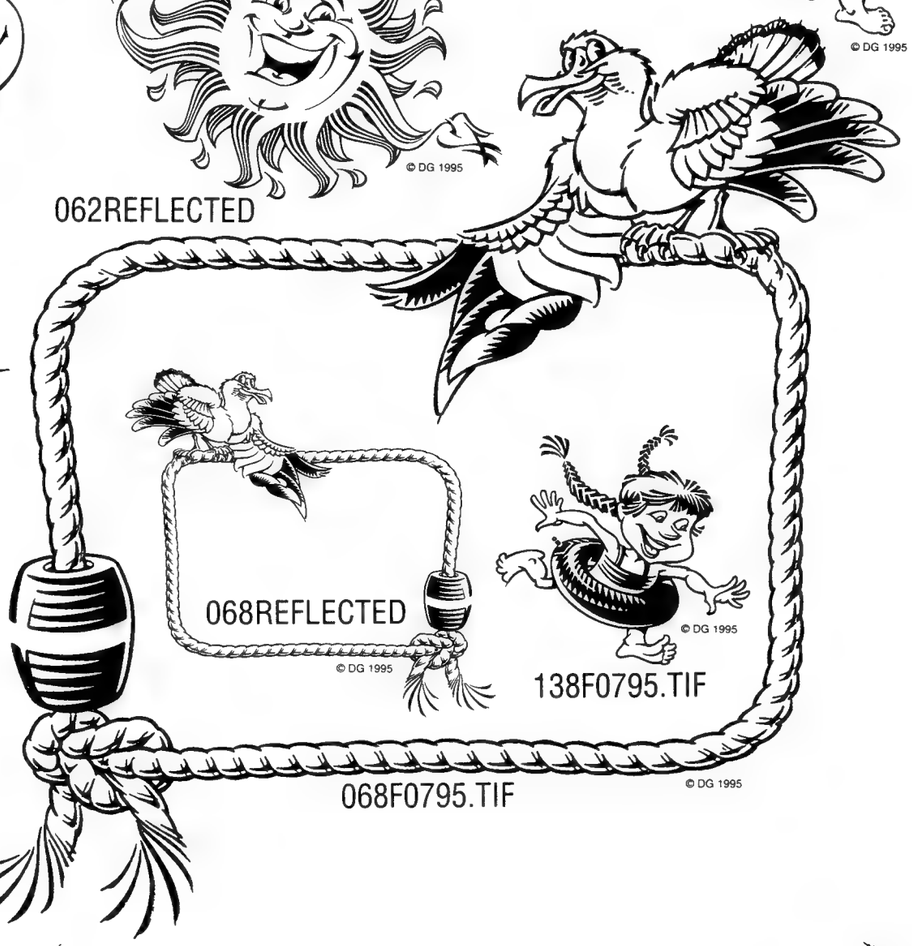
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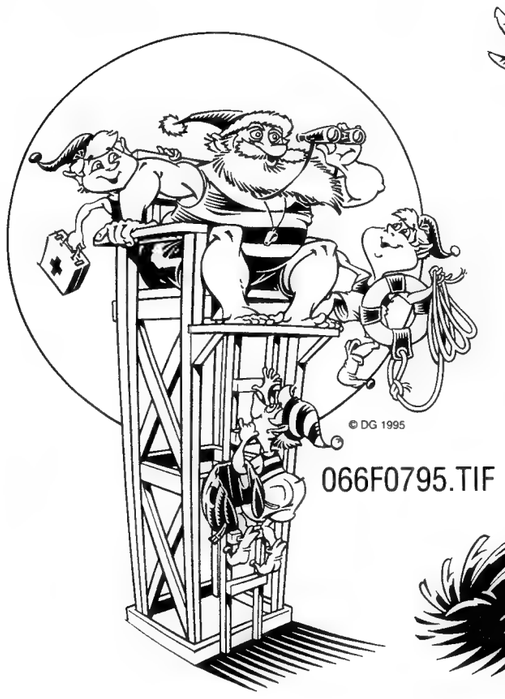
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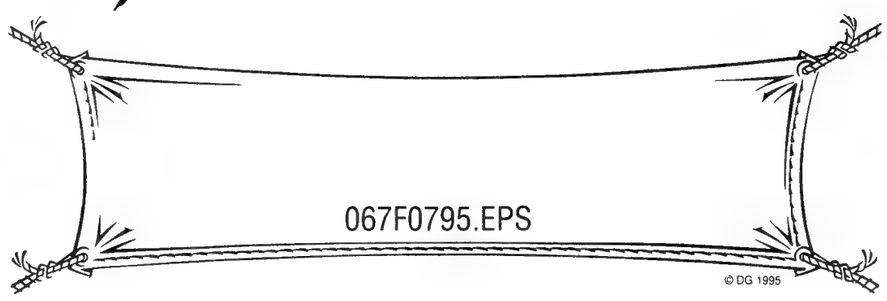
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"HAY" AUG 94 CLIPPER

HAY!

Don't miss our

Going-Out-Of-Business Sale

Prices on the entire inventory of quality office furniture and supplies are slashed up to 70%!

Walnut, Oak, or Pine
DESKS ..... **50% off**

Upholstered Office
CHAIRS ..... **60% off**

Walnut, Oak, or Pine
SHELF UNITS..... **70% off**

Shop daily from 9 a.m. to 9 p.m.
This sale ends Monday, July 31, 1995.

Franklin Office
3491 Brookdale • 555-8201

Sneak A Peek
at our new Fall Merchandise

Check out the latest in fashion fabrics, craft supplies, and dress patterns for the fall season at our everyday low prices. Our experienced staff is here to answer all your sewing questions.

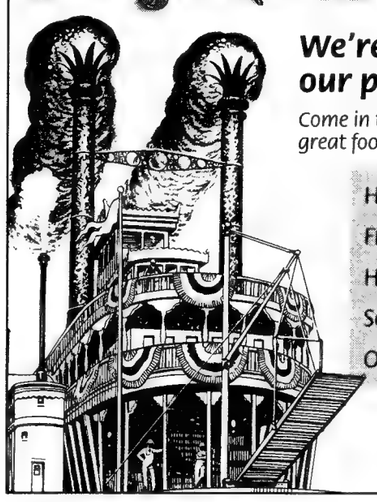
Purchase any Pogue or McFall's pattern during July and save **10%**

Your super sewing store!

Fabric Market
Northtown Plaza

HEADLINE FEB. 94 PRINT MEDIA SERVICE

old-Fashioned Bargains Are Back!



We're rolling back our prices to 1945!

Come in through July 31 and enjoy great food at super low prices!

Hamburgers	35¢
French Fries	15¢
Hot Dogs	25¢
Soft Drinks	15¢
Onion Rings	20¢

Koch Café
457 Main St. • M–S 7–8

"SAVINGS" JULY 94 PRINT MEDIA SERVICE

Catch some Saving$

Find super values in every department through Saturday!

2-pack Rexaco **Oil Filters**	$3.79
Case of Rexaco **Motor Oil**	$12.99
Buff 'N' Shine **Paste Car Wax**	$4.89
Buff 'N' Shine Spray **Tire Cleaner**	$5.79
Rain-B-Gone **Wiper Blades**	$7.99
Buff 'N' Shine **Chamois Cloth**	$6.89
Rexaco **Air Filter**	$3.99

Auto Parts Limited
8739 Lakeland • Open 7 days a week

Handy Randy
4592 Meridian Square
Mon.–Sat. 7–8, Sun. 11–6

Look for these great bargains and many more in every department through this Saturday

Select Outdoor Lighting
Quality, American-made lanterns in a variety of finishes. Reg. $22–$45 ..... **20% OFF**

Speed-E-Grow Plant Food
1½ lbs. of water soluble fertilizer for all plants, trees, lawns, and vegetables ..... **$7.88 EA.**

Select Welcome Mats
Mats crafted from natural or man-made materials. Reg. $3.99–$10.99 ..... **15% OFF**

Select Myagi Power Tools
Cordless drill/screwdrivers, circular saw, router **25%**

All Remaining Plants
Shrubs, trees, flowers, green and flowering plants. Reg. 99¢ to $25 ..... **30% OFF**

Screen Doors
Quality, American-made wood doors in a variety of styles. Reg. $22–38 ..... **20% OFF**

Swimming Pool Chemicals
Keep your pool clean and clear with our complete line of quality pool chemicals ..... **25% OFF**

Quality-Craft Insulation
Insulation for attics, walls, and crawlspaces with R-13 to **20%**

We will DOUBLE your manufacturers' coupons up to 60¢ in value every Tuesday and Thursday!

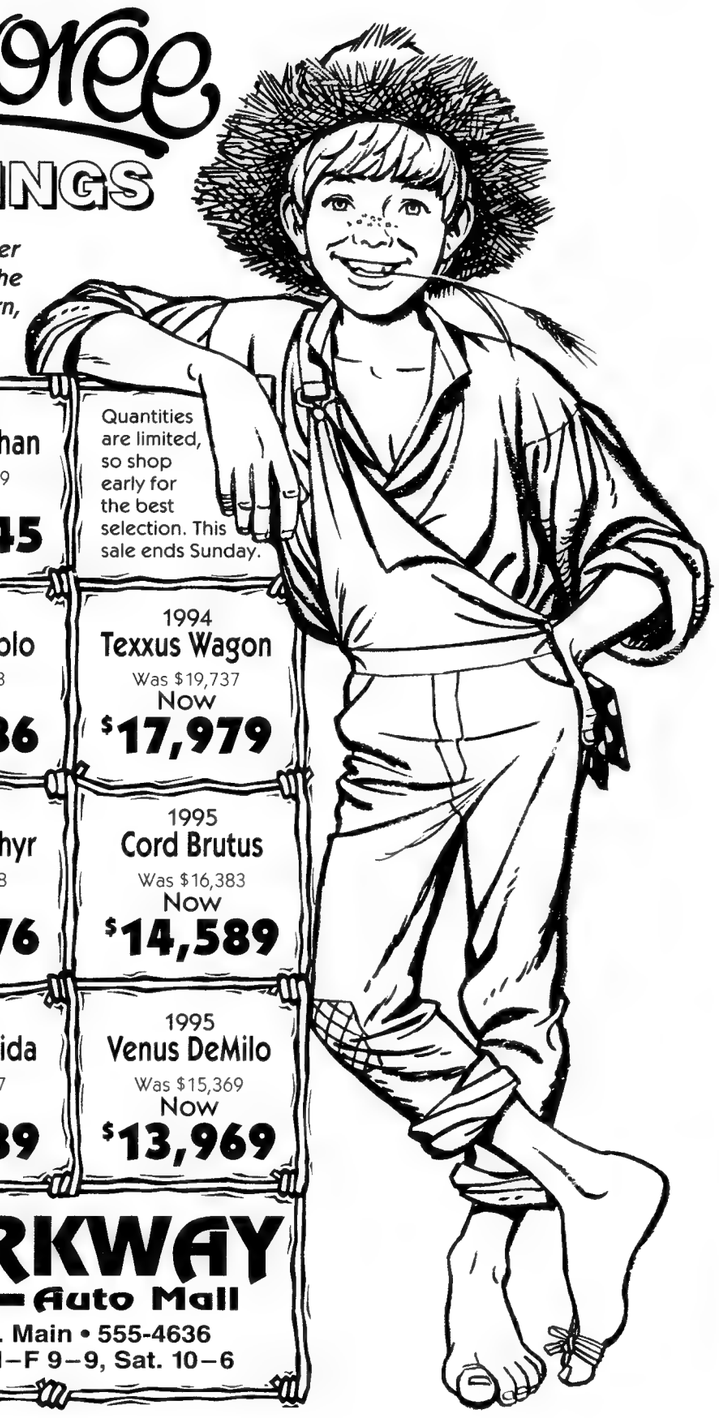
Add these extra coupon discounts to our everyday low prices and you'll save more than ever before.

Johnson Food Mart
457 Cornhusker Hwy. • Open 24 Hours

"JAMBOREE" JUNE 94 PRINT MEDIA SERVICE

Jamboree of SAVINGS

This Saturday and Sunday find super price reductions on every car on the lot. Plus get free hot dogs, popcorn, and soda for the whole family!



Quantities are limited, so shop early for the best selection. This sale ends Sunday.

1995 **Tonda Deluge** Was $14,229 Now **$12,985**	1995 **Ghengis Khan** Was $17,939 Now **$15,945**	
1995 **Konno Sporty** Was $15,679 Now **$13,755**	1995 **Piñata Pueblo** Was $18,473 Now **$16,286**	1994 **Texxus Wagon** Was $19,737 Now **$17,979**
1995 **Cord Cirrus** Was $17,456 Now **$15,869**	1995 **Venus Zephyr** Was $14,278 Now **$12,276**	1995 **Cord Brutus** Was $16,383 Now **$14,589**
1995 **Texxus Merrit** Was $25,574 Now **$23,939**	1995 **Tonda Placida** Was $16,417 Now **$14,389**	1995 **Venus DeMilo** Was $15,369 Now **$13,969**
1995 **Tonda Sentry** Was $11,859 Now **$9,979**		

PARKWAY Auto Mall
9304 N. Main • 555-4636
Hours: M–F 9–9, Sat. 10–6

"SUMMER" MAY 94 PRINT MEDIA SERVICE

Lazy Days of SUMMER

Saturday & Sunday July 15th & 16th

This weekend, save 15 to 60% on clothing, sand toys, sunscreen, beach towels, lawn furniture, and more items in every department.

Boys' & Girls' **SWIM WEAR** Choose from a variety of styles, colors, and sizes. Now only **$11.99**

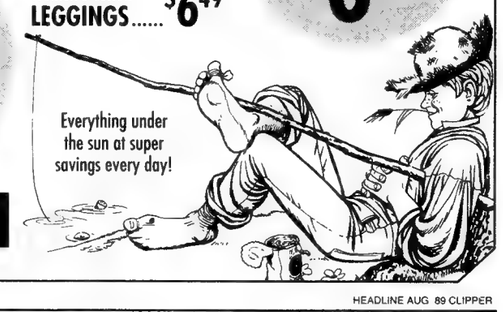
Three-Pack Men's **T-SHIRTS** $5.39
Men's Cotton **PANTS** $7.49

Women's Cotton **T-SHIRTS** $4.49
Women's Cotton **SHORTS** $5.39
Women's Cotton **TANK TOPS** $3.49
Women's Cotton **LEGGINGS** $6.49

CottonMaxx **BEACH TOWELS** Choose from a variety of colors and designs. Now only **$6.99**

Toddler's **T-SHIRTS** $2.49
Toddler's **SHORTS** $3.49

Sturd-E-Built **LAWN FURNITURE** Choose from lounges, chairs, tables, footstools, and more **$9.99**



Prospect Variety
4562 Prospect Rd. • Open 7 days

HEADLINE AUG 89 CLIPPER

HERE'S A Great Idea!

Take advantage of the Two-For-One Special every Tuesday. Get one free single-color copy for each one that you purchase on Tuesdays, up to a limit of 50. It's a great way to get more bang for your buck!

Limit of 50 free copies per person each Tuesday. This offer not valid in conjunction with any other discounts or coupons.

ACME COPY CENTER
7629 N. Main • 555-3800 • Open 24 hours

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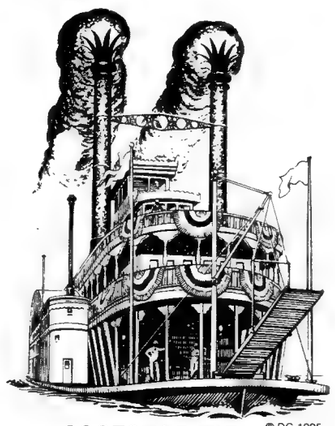
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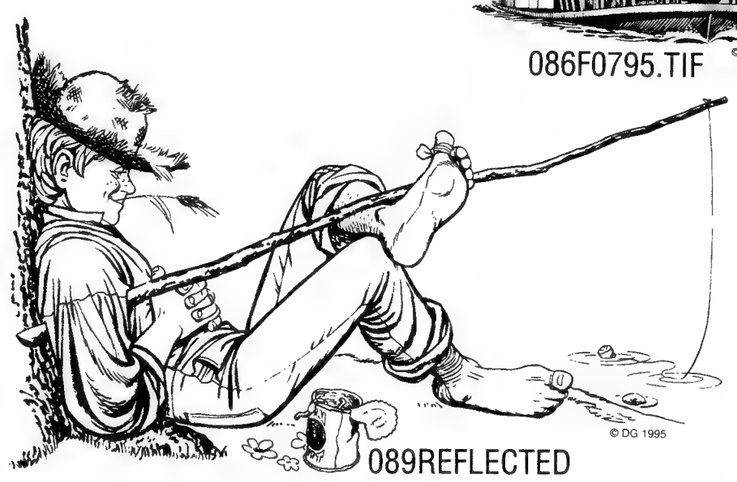
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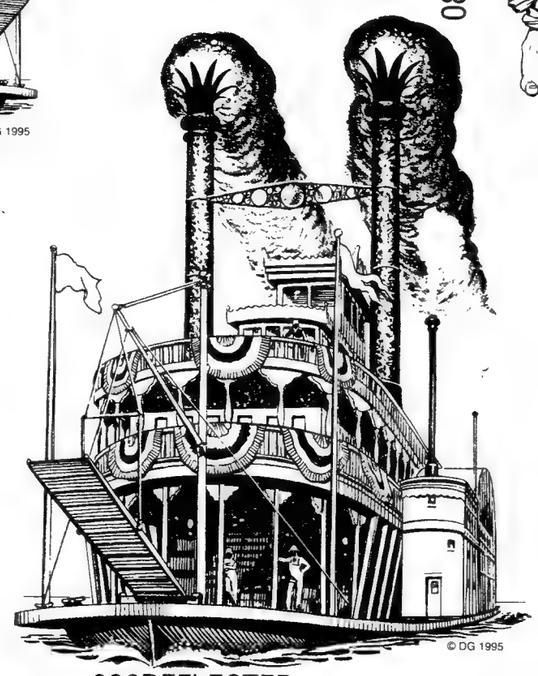
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Easy does it...

...when you bank with us. Get the full range of banking services you need in one convenient location. Whether it's a loan, a savings account, a checking account, an IRA, a bank credit card, or traveler's cheques, we've got it.

Bank with us first!

First Bank
345 N. Main • 555-3546

New heights...

...in true banking convenience! To make your banking easier than ever, we've added four more automatic teller units. You can make deposits and withdrawals, check account balances, and transfer funds with push-button ease.

Bank with us first!

345 N. Main
555-3546 **First Bank**

Well-trained...

...describes our staff of banking professionals. They speak your language and specialize in helpful, personalized service. If you want to be treated like a member instead of a number, then come do your banking here.

Bank with us first!

First Bank 345 N. Main • 555-3546

HEADLINE JULY 94 PRINT MEDIA SERVICE

COME TO THE FAIR

July 18–22 • Earl County Fairgrounds

Carnival of Values

• Von Blauer • North Avenue • Jacques Penné • Zabranski Jewelers • Ted E. Bear
• J. Ringness Leathers • Bergin Sax • Denim Depot • All That Jazz • New Shoes

Find the fashions that fit any occasion–perfectly!

NorthGate Mall

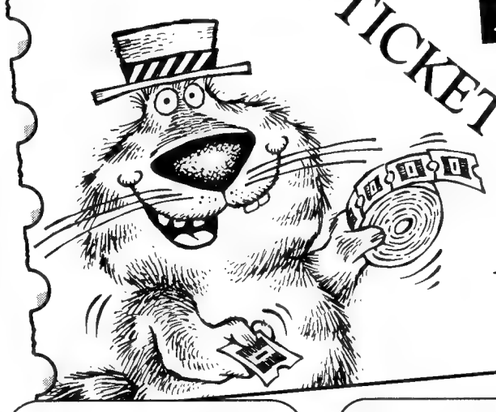
TICKET JULY 90 PRINT MEDIA SERVICE

Here's Your TICKET To Good Health!

The ticket to better health is information on diet, exercise, and preventive medicine. Learn more about the latest health facts at

Health Expo '95

Saturday, July 22, & Sunday, July 23



✦ **Alton Civic Center**

Sponsored by Alton Medical Center

Left: To create ticket border for health fair ad, art elements removed July 90 *Print Media Service* torn ticket art, then art cropped to remove torn edge, ticket border repeated, flopped, and two halves pieced together.

Presenting...

...one of the best ways to advertise your business at a low cost–the Classifieds! Call our friendly sales reps to find out how affordable our ad rates are.

Journal News
555-7707

You're the big winner!

You always finish first when you buy and sell with the classifieds. Check them out today!

Journal News
555-7707

Coming On Strong

Get the news you need to know and a whole lot more.

- ***International, National, and Community News***
- ***Sports***
- ***Weather***
- ***Classifieds***

Take advantage of new-subscriber discounts!

Journal News
555-7707

HEADLINE OCT 93 PRINT MEDIA SERVICE

It's Our Treat

Take advantage of special savings during July! Rent any video at regular price and choose another one of equal or lesser value for

HALF PRICE!

This offer is valid through July 31, 1995.

Film Noir starring Joanna Rae

The Wolfdude starring Ty Martin

City Nights starring Carol Crane

Joe Megalone's Colorado starring Red Axelrod

Open 24 hours for your convenience!

CAMPUS VIDEO 4123 N. First • 555-4049

You'll be delighted...

...with our convenient locations. We have so many sites in the area that you can always find us on the way to wherever you're going!

- Hot Sandwiches • Cold Drinks
- Food • Health & Beauty Aids
- Snacks • Household Products
- Candy • Dairy Products

Special Coupon
½ gal. 2% **Milk 89¢**
with a $10 purchase
Offer good thru 7/31/95.

Open 24 hours, 7 days a week
Quick Mart
400 S. Bundy • 555-7820

Here's an appetizing offer

Here's a special offer that you can't resist!

Get a FREE six-pack of soda when you fill up your tank with our quality gasoline.

Special Coupon
Six pack of soda Free! whenever you fill up your tank during July!
Offer good thru 7/31/95.

Open 24 hours, 7 days a week
Quick Mart
400 S. Bundy • 555-7820

A winning combination

Fill up your tank *and* your tummy the fast and easy way - with our quality gasoline and some delicious snacks and drinks.

Special Coupon
$1.99 Get a 6 in. sub, chips, & a small drink.
Offer good thru 7/31/95.

Open 24 hours, 7 days a week
Quick Mart
400 S. Bundy • 555-7820

ANNOUNCING

The Free Fill-Up Club!

Get FREE gasoline with a Fill-Up Club Card. Every time you fill up your tank, get your card punched. On your tenth punch, your fill-up is free!

Special Coupon
1 liter Soda 89¢
with $10 purchase
Offer good thru 7/31/95.

Open 24 hours, 7 days a week
Quick Mart
400 S. Bundy • 555-7820

Yeah, that's the ticket!

No matter when you need something–gas, snacks, sandwiches, soda, magazines, or that one thing you forgot to pick up–we're open. How convenient!

Special Coupon
1 doz. fresh Donuts $1
with $10 purchase
Offer good thru 7/31/95.

Open 24 hours, 7 days a week
Quick Mart
400 S. Bundy • 555-7820

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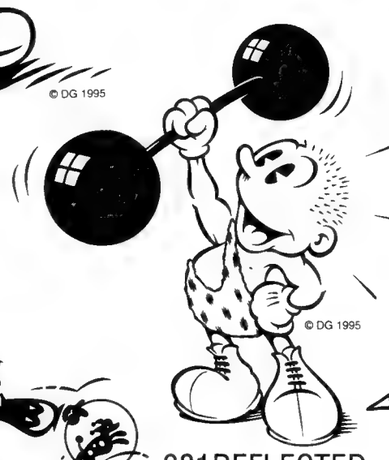

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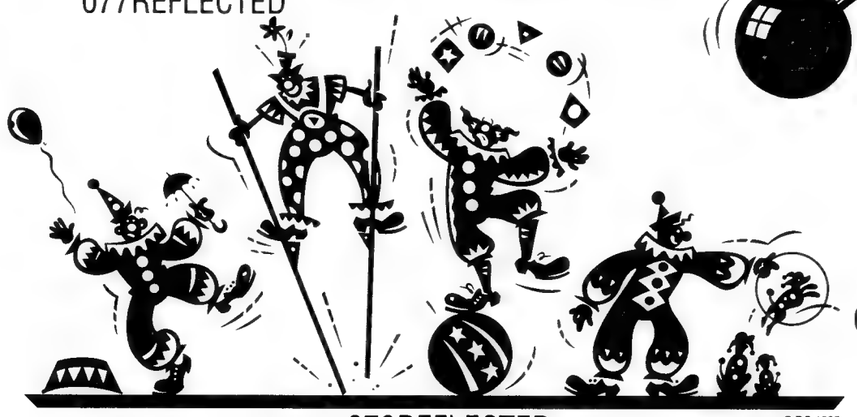

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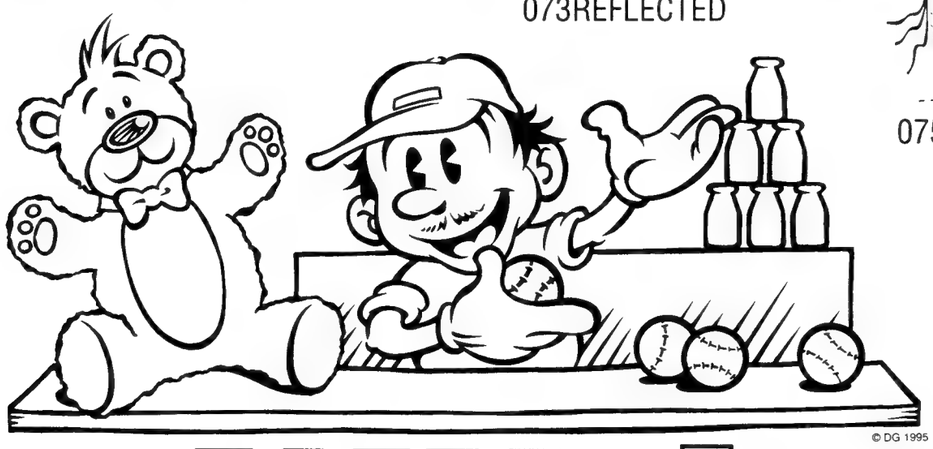

WIN!

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WIN!

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Cookout Fun

Tenth Annual Greater Citywide Burger Cook Off

Are your burgers the best? Then come to Central Park on Saturday, July 22, from noon to 4 p.m. and put your cooking skills to the test. Top prizes in the Burger Cook Off are $300 for First Place, $200 for Second Place, and $100 for Third Place.

Entry forms with complete rules are available at any area Centerville Food Market location. Entries must be received at the Tourism Office in City Hall no later than Tuesday, July 18th, at 5 p.m.

Here's A Real Sweet Deal

On-the-spot financing is available to qualified buyers who purchase a new car, truck, or van. See us for details.

Wayne Auto Sales
Auto Row in Roanoke

You Won't Believe Your Eyes

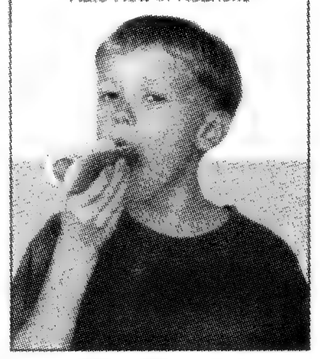
Throughout the month of July, get a special $400 rebate on any new car, truck, van, or minivan currently in-stock.

Wayne Auto Sales
Auto Row in Roanoke

Take A Bite Out Of High Prices

Shop around for the best price on the car you want, then bring that price to us. If we can't beat it, then we'll give you $500!

Wayne Auto Sales
Auto Row in Roanoke



Check Out These

Hot Savings

Keep it cool with super values in every department!

All remaining summer fabrics and notions are reduced up to 70% through the end of the month. Plus, save 10% to 20% on a large selection of just-arrived fall fabrics.

Save 25% On All Flutterkik Patterns

The Fabric Emporium
2000 N. Lincoln

A Proud Tradition

When only the best will do for your backyard barbecue, count on us!

You always get the freshest hamburger, steak, brats, ribs, and chicken right here.

Boland Meat Market
732 S. Richmond • M–S 8–7

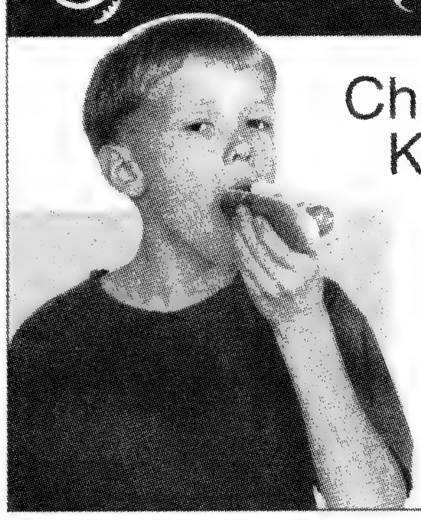
Get extra mileage from these photos when you combine them with the picnic duotone photo featured on page 16 of this issue!

You'll love these specials!

Buy a half dozen freshly baked buns or rolls at regular price and get a second half dozen–free!

The Corner Bakery
8348 West Monroe • M–S 7–7

Summer Delights



Check out our special Kids' Korner section

Hey kids–is your summer getting boring? Then read the Kids' Korner section in Thursday's issue of The Daily Gazette. It has the latest listings of fun summer events and activities, *plus* a section of special coupons you can use to get free stuff or discounts on the things you want. Check it out!

The Daily Gazette

Take Your Pick of these sweet summer savings

Come to the Banner County Farmers' Market for all your fresh produce needs

Get just-picked freshness from the wide variety of fresh vegetables and fruits for sale every Monday, Wednesday, Friday, and Saturday from 8 a.m. to 6 p.m. in the parking lot.

Northgate Square
4098 North University Avenue

ALL-STAR Specials

Prices Effective Monday, July 10, thru Saturday, July 16

U.S.D.A. Choice Ground
Lean Beef
$1.49 lb.

U.S.D.A. Choice
Chicken Leg Quarters
49¢ lb.

Choice Boneless
Rib Eye Steak
$4.99 lb.

10-lb. Bag Idaho Baking
Potatoes
$2.19

EZ Carry Case
Blue Hills Lite Beer
$3.99

8 ct. pkg. Hot Dog or Hamburger
Bakery Buns ..... 99¢

PICNIC PLEASERS

- 100 ct. pkg. Acme Paper Plates .. 99¢
- 100 ct. pkg. Acme Napkins ..... 99¢
- 14. oz pkg. Drico Hot Dogs $1.49
- 10 oz. jar Stringer Pickle Relish .. $1.79
- 1 lb. bag Crunchee Potato Chips .. $1.39
- 1/2 lb. Andreo Onion Dip $1.59

FROZEN & DAIRY

- 10 ct. pkg. Yummy Freezer Pops .. 99¢
- Any Variety Dinére Qwik Entrées .. $2.59
- Any Variety Italia Frozen Pizza .. $2.79
- 1 gal. Dairy Dream 2% Milk $1.99
- 1 gal. Dairy Dream Ice Cream $1.59
- 12 oz. pkg. Andreo Cheese $2.29

Henderson Food Basket
4098 University • Open 7 Days • Grocery Carryout • Double Coupons

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THIS ART IS PRE-SCREENED. SIMPLY SHOOT AS LINE ART.

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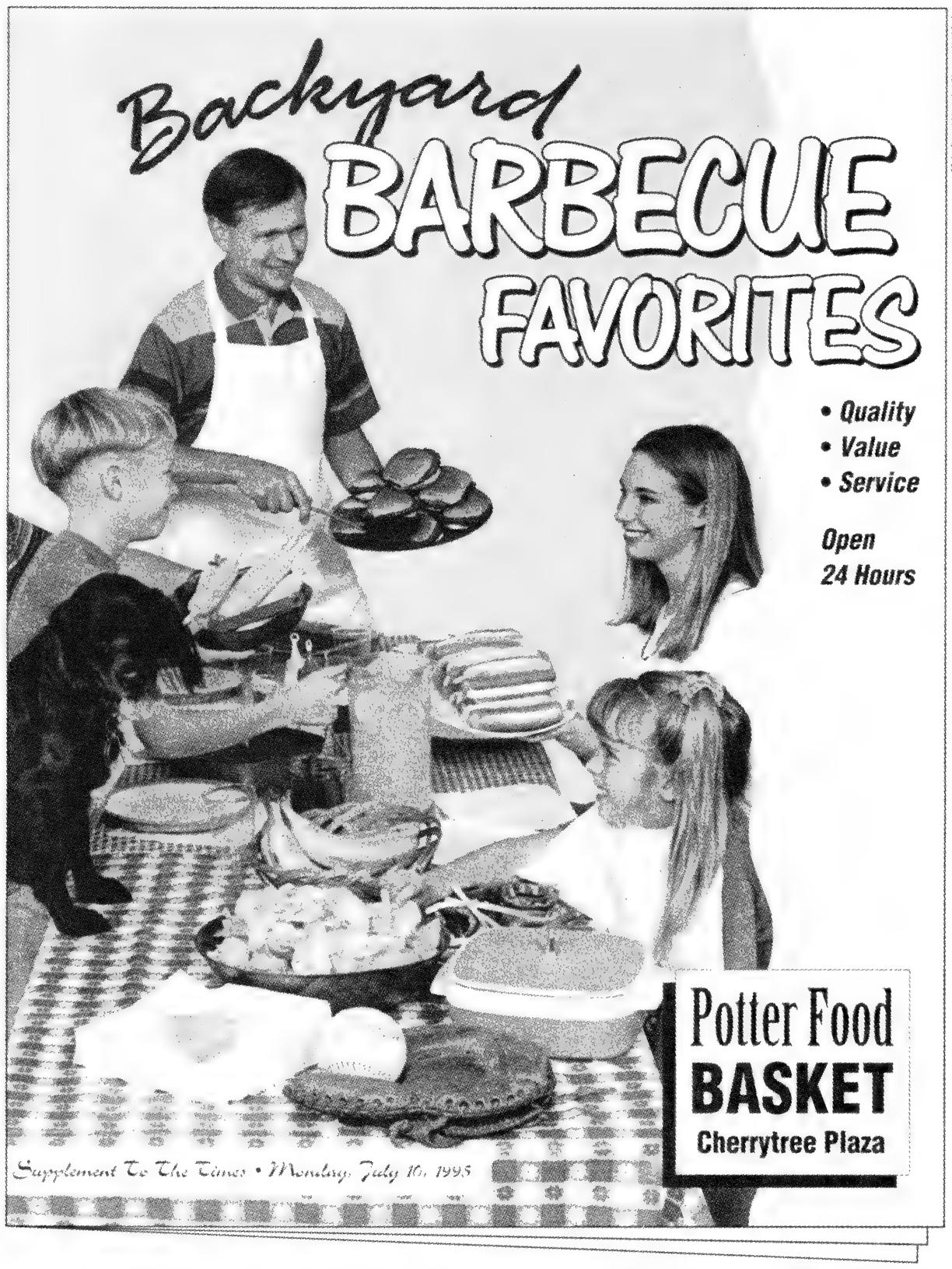
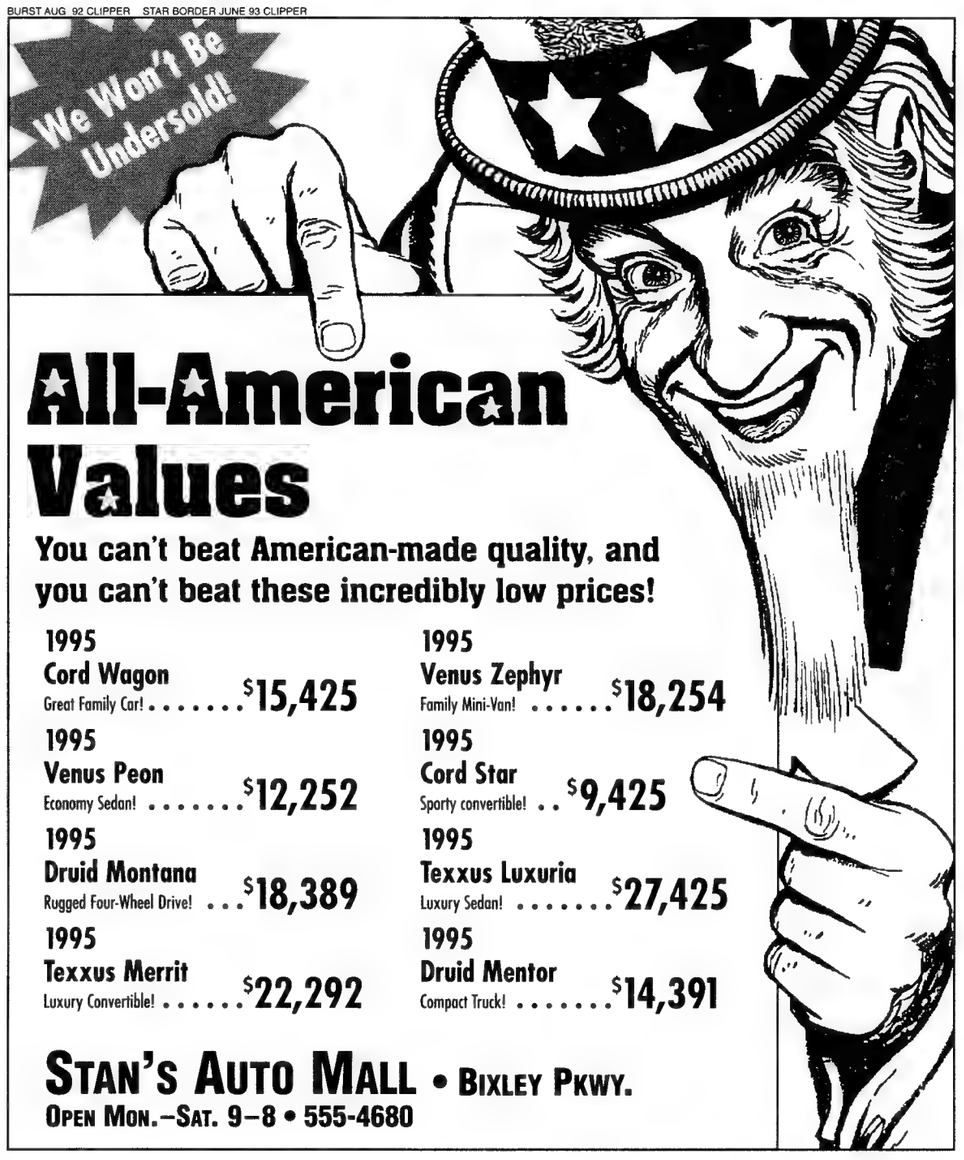


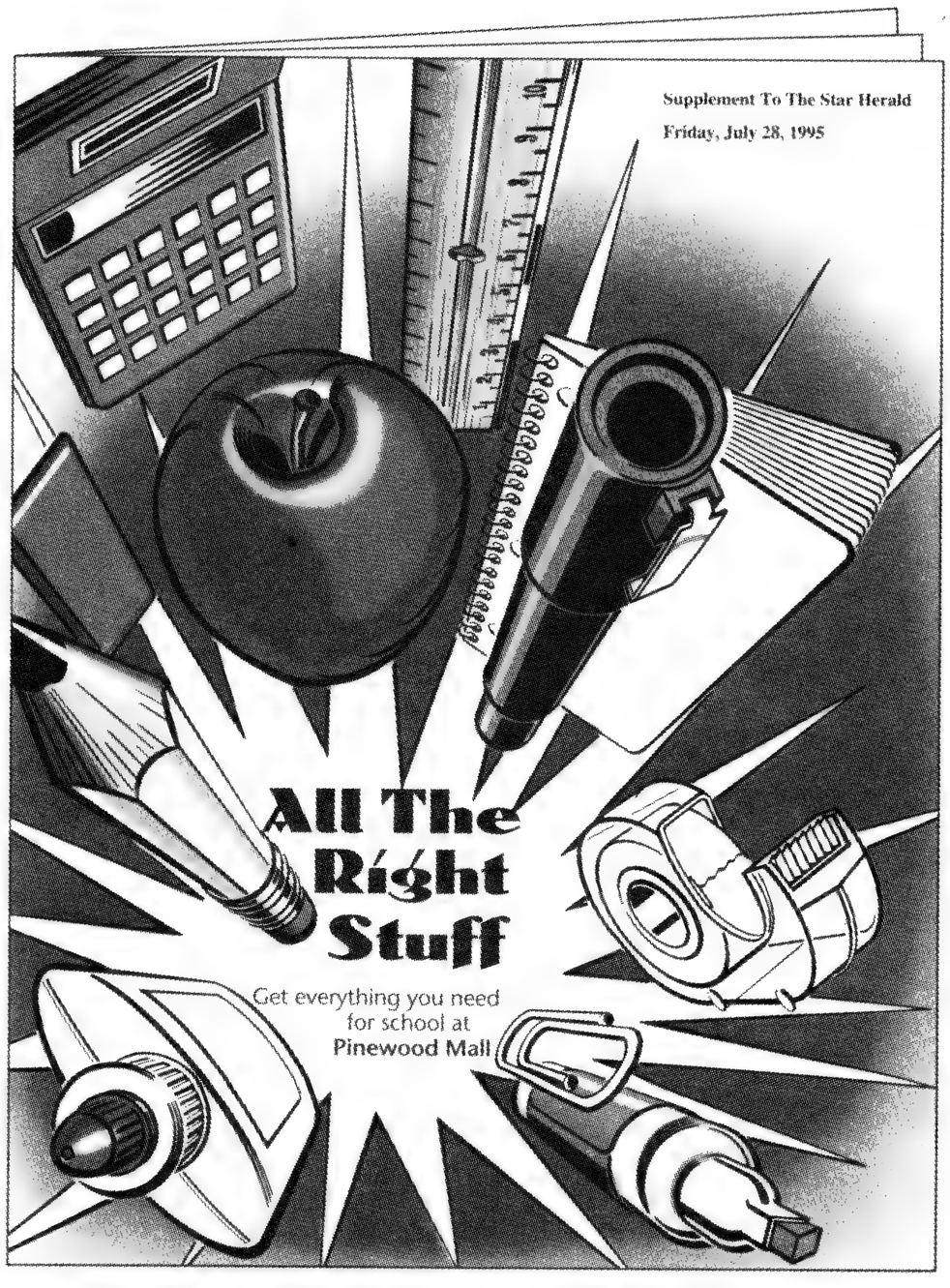
Full-color printing not in your budget? No problem!

Print Media Service color separations don't have to be printed in full-color. You can use one of the plates to print in a single color, or use two of the plates to create a duotone. On the example shown bottom right the black plate is printed in black and the magenta plate is printed in Pantone #158.

The duotone shown left is designed to tie in with the art and ideas shown on pages 13 and 14 of this issue. Use them to produce some eye-catching results.

BURST AUG. 92 CLIPPER STAR BORDER JUNE 93 CLIPPER





"GRAND OPENING" MAY 94 PRINT MEDIA SERVICE

BLACK PLATE

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004D0795.EPS (Small Format)

004P0795.TIF (Gray Scale)

COLOR PLATE

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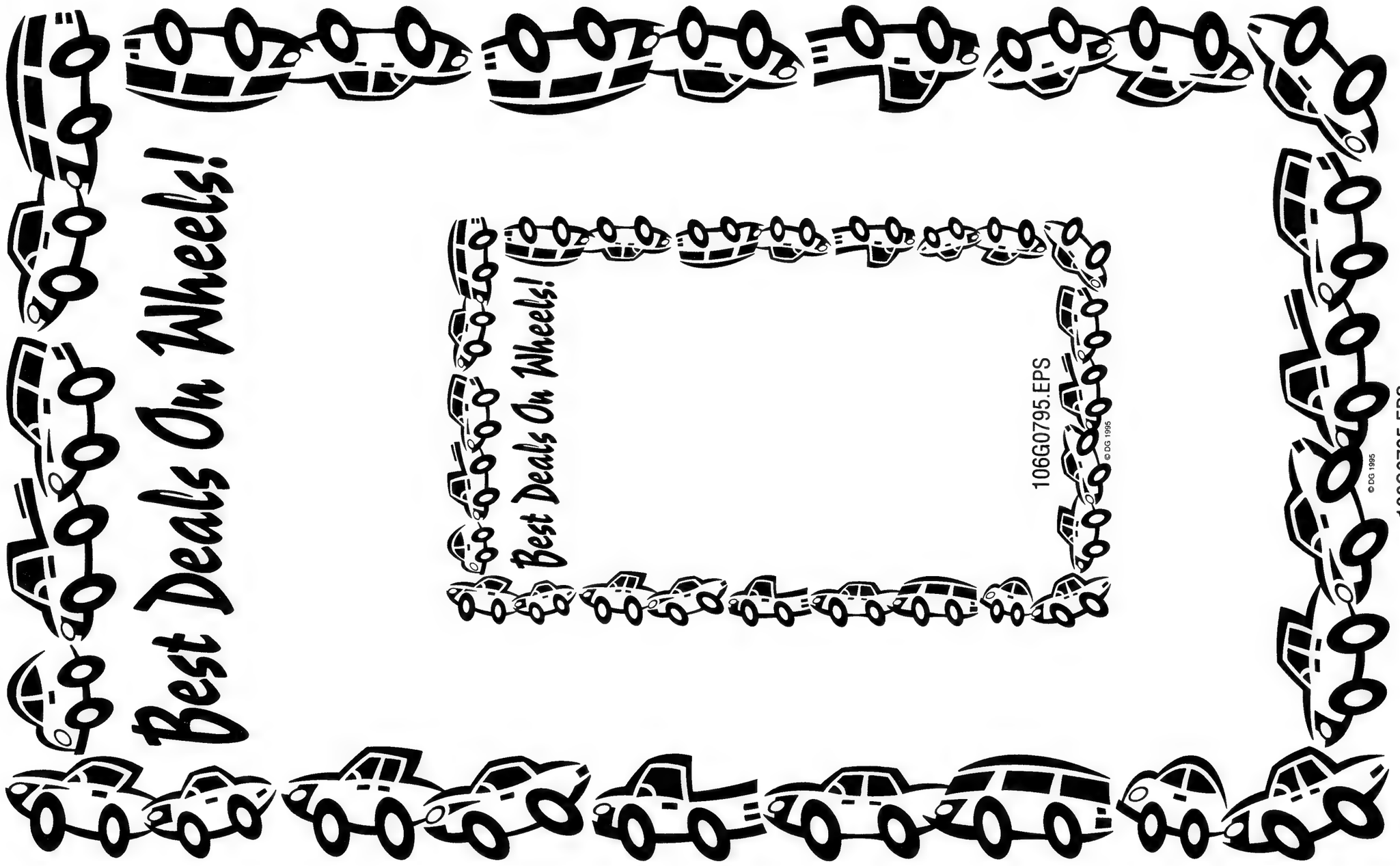

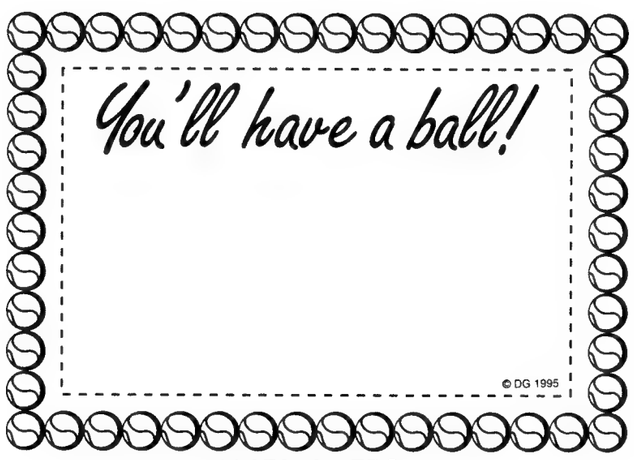

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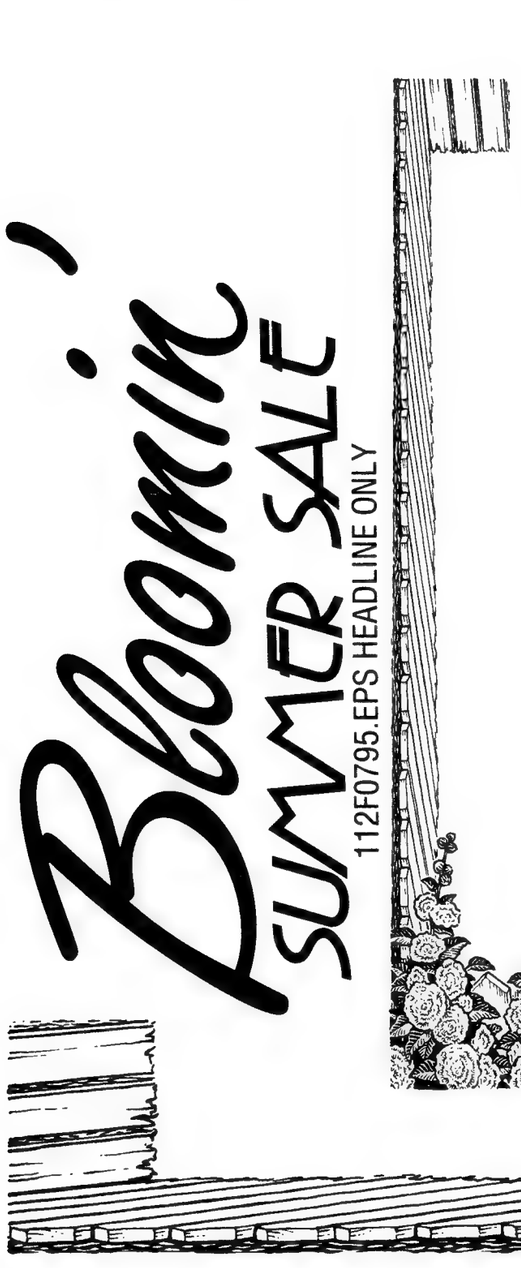

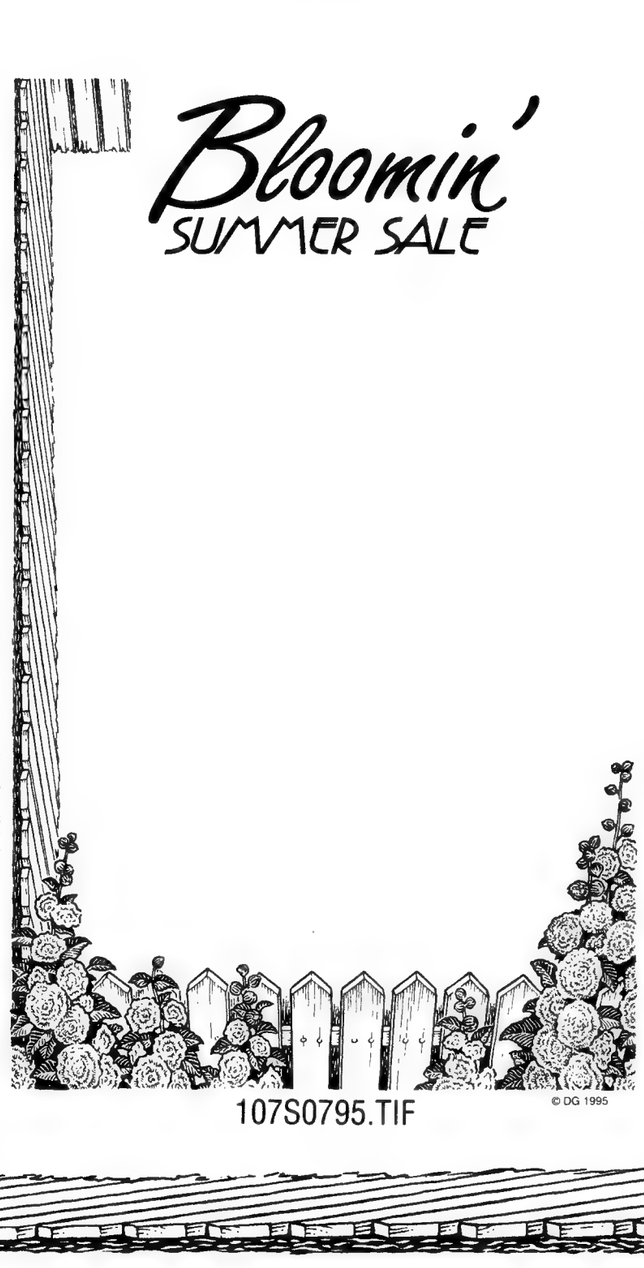

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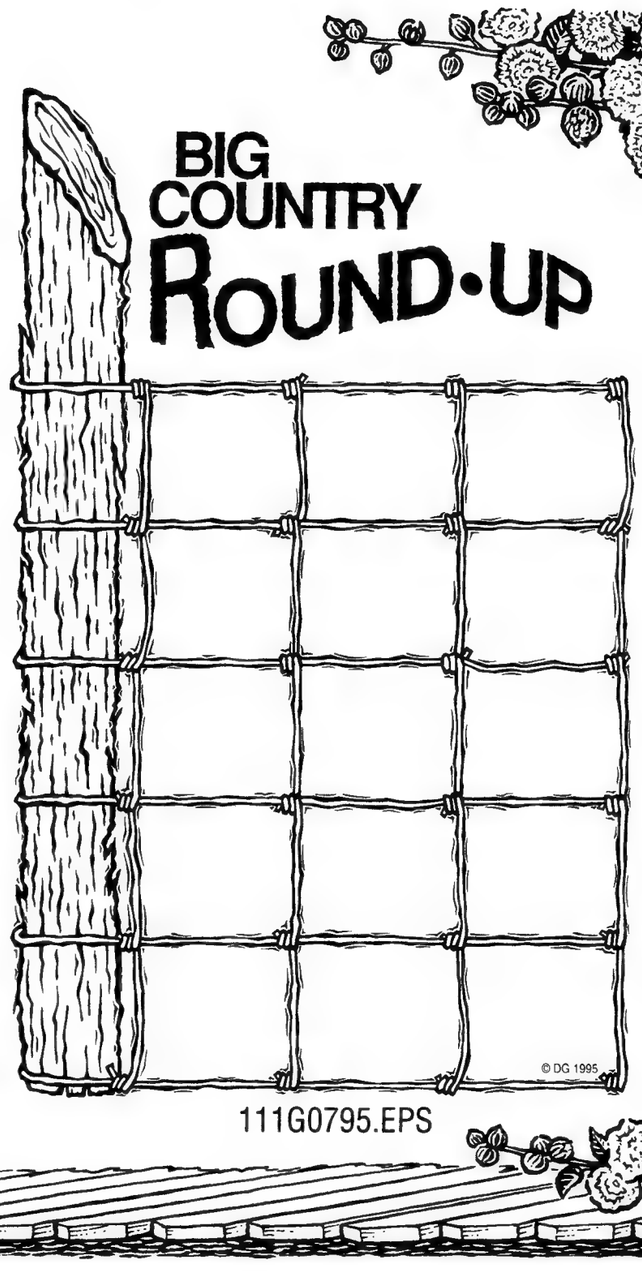

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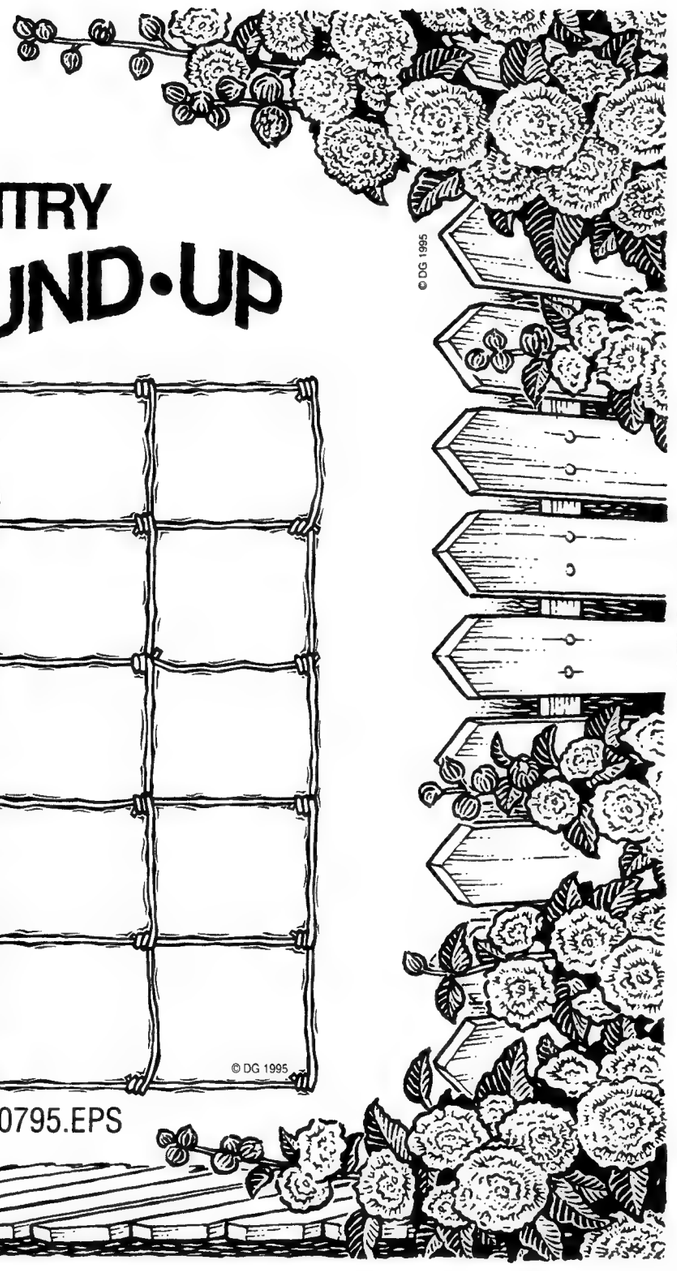

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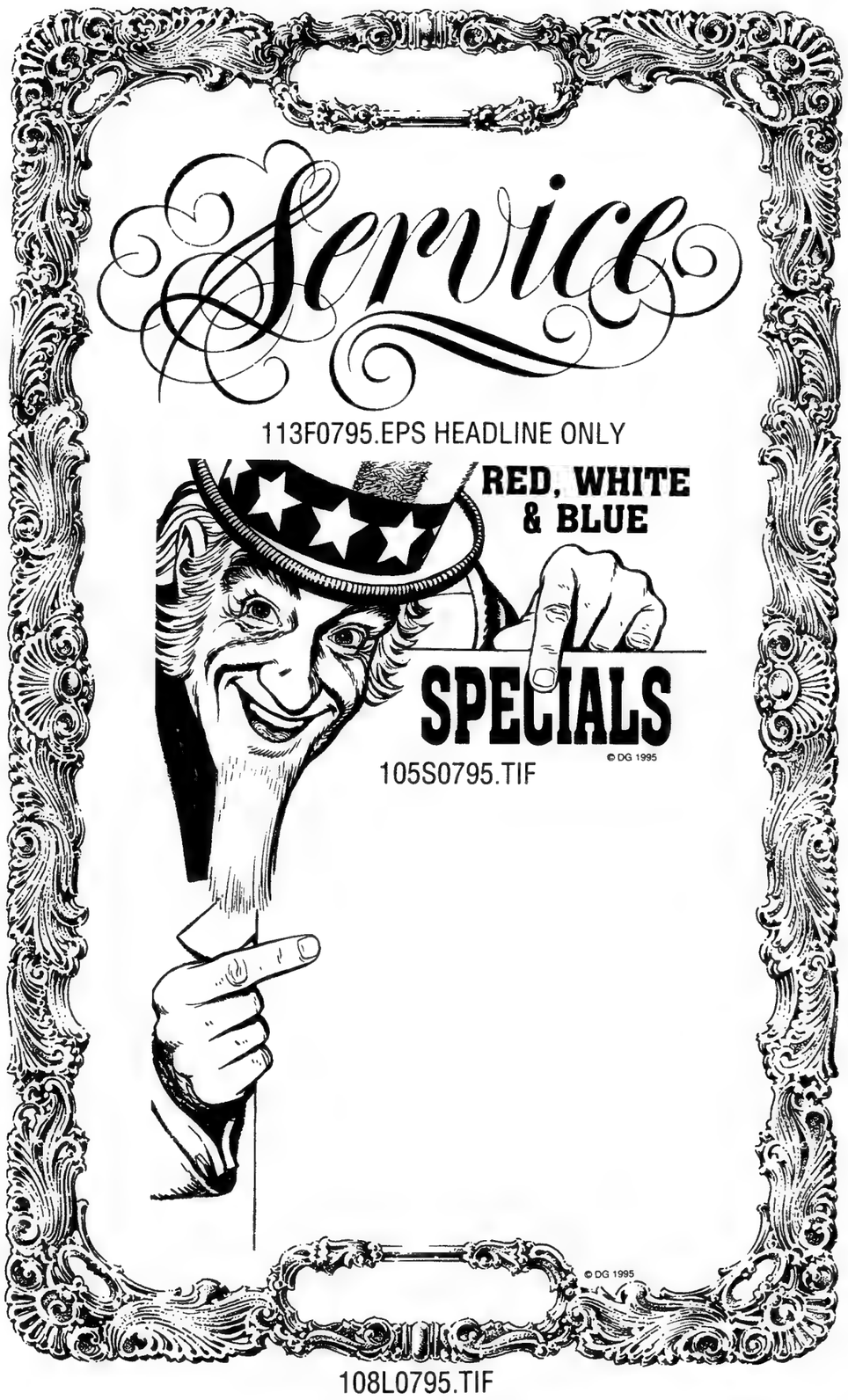

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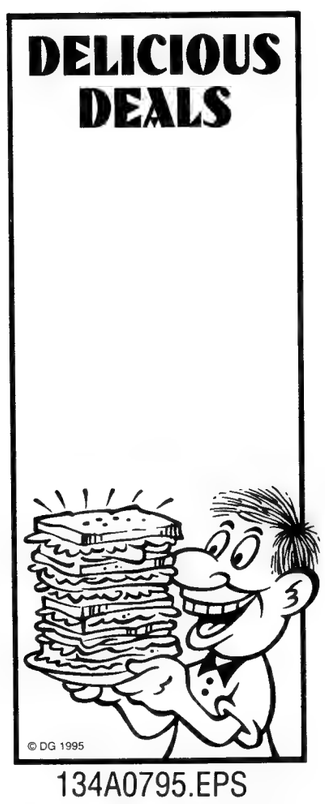

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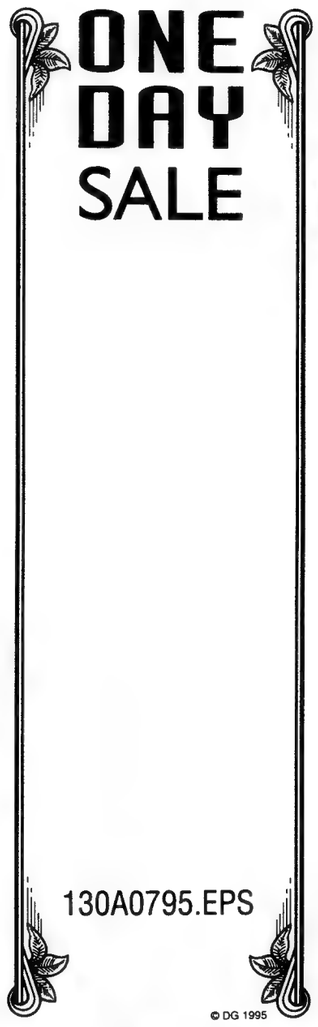

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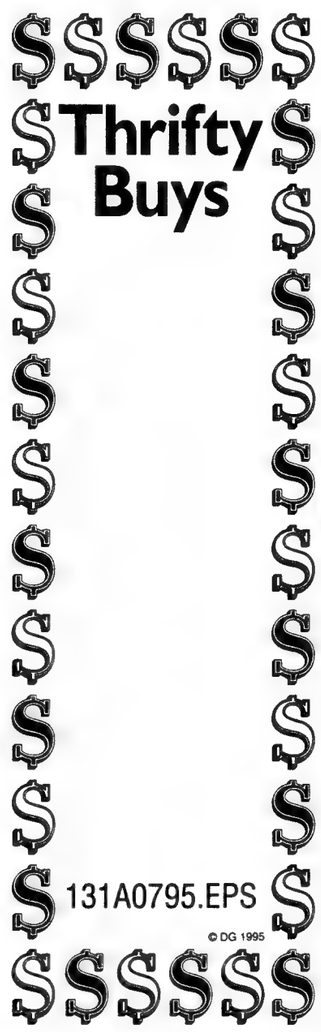

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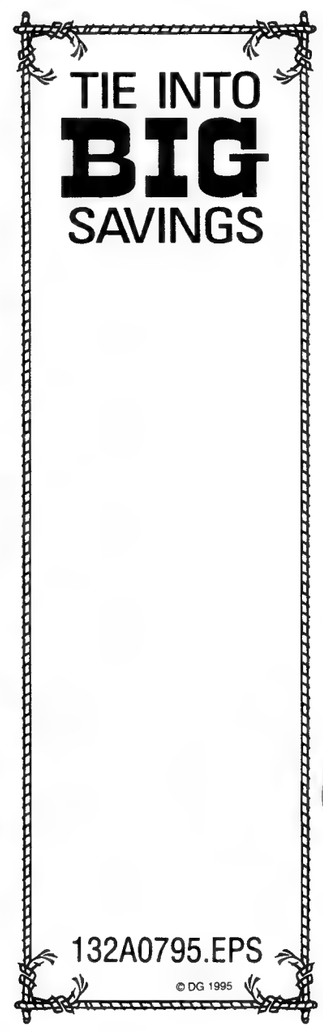

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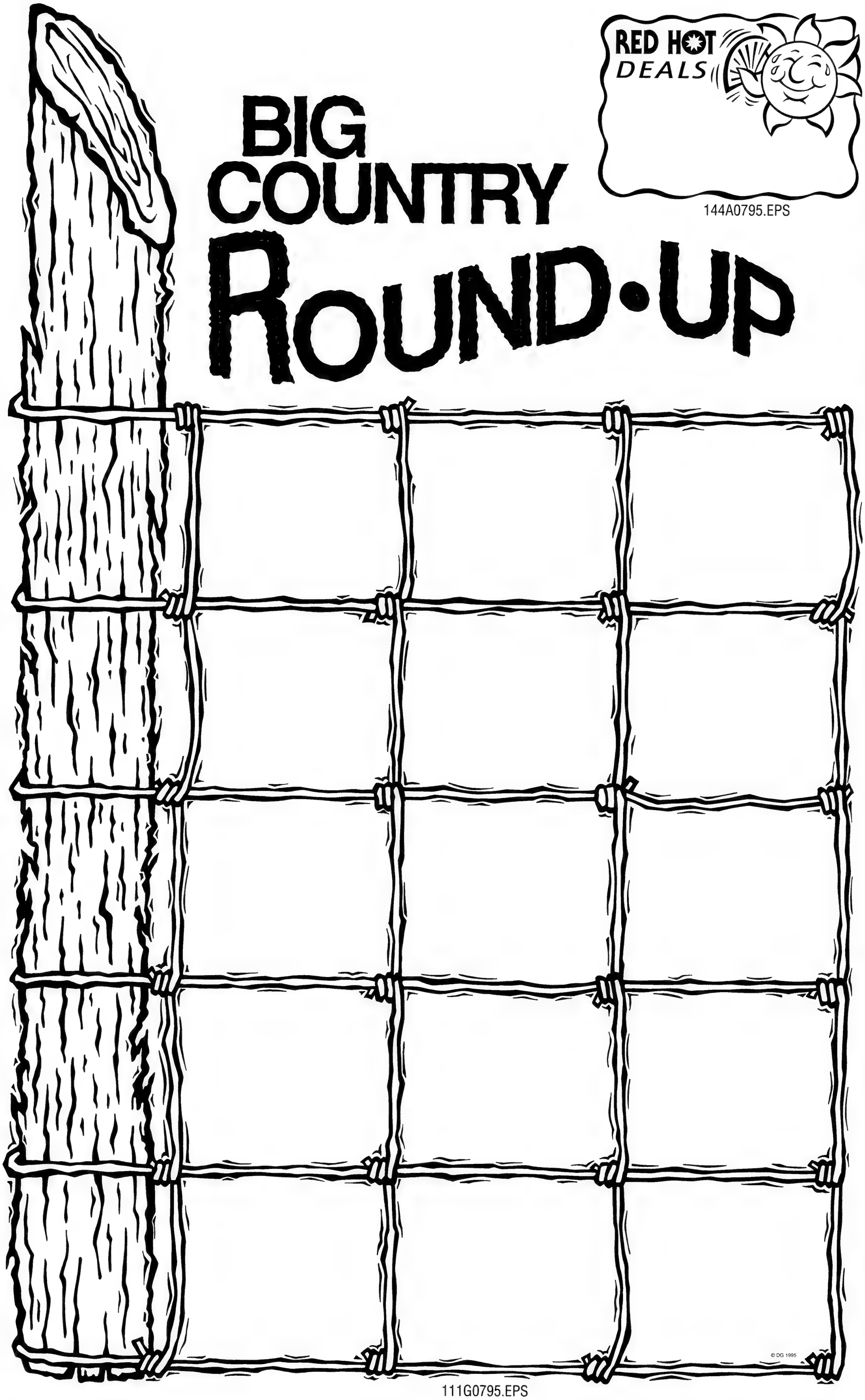

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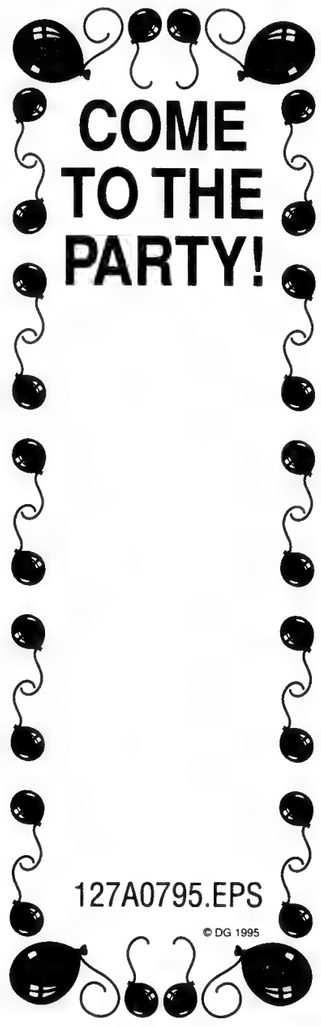

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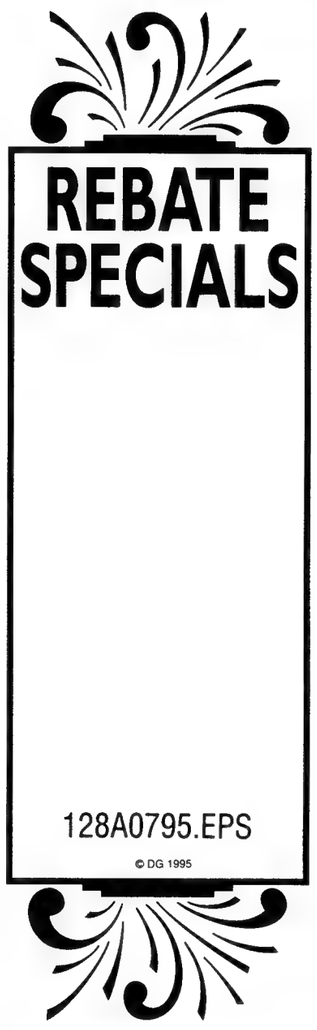

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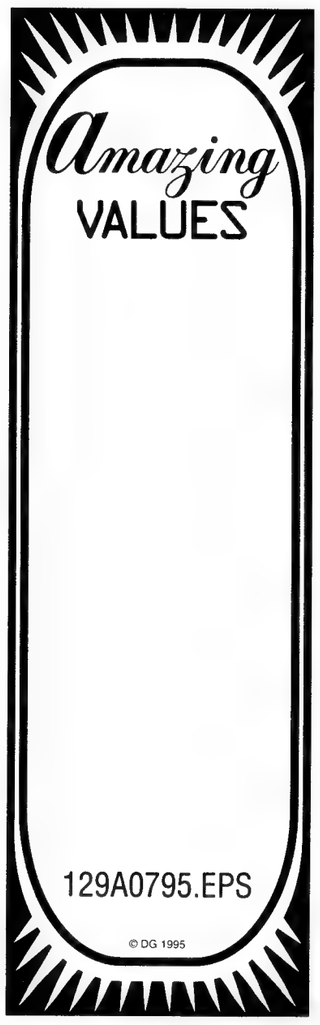

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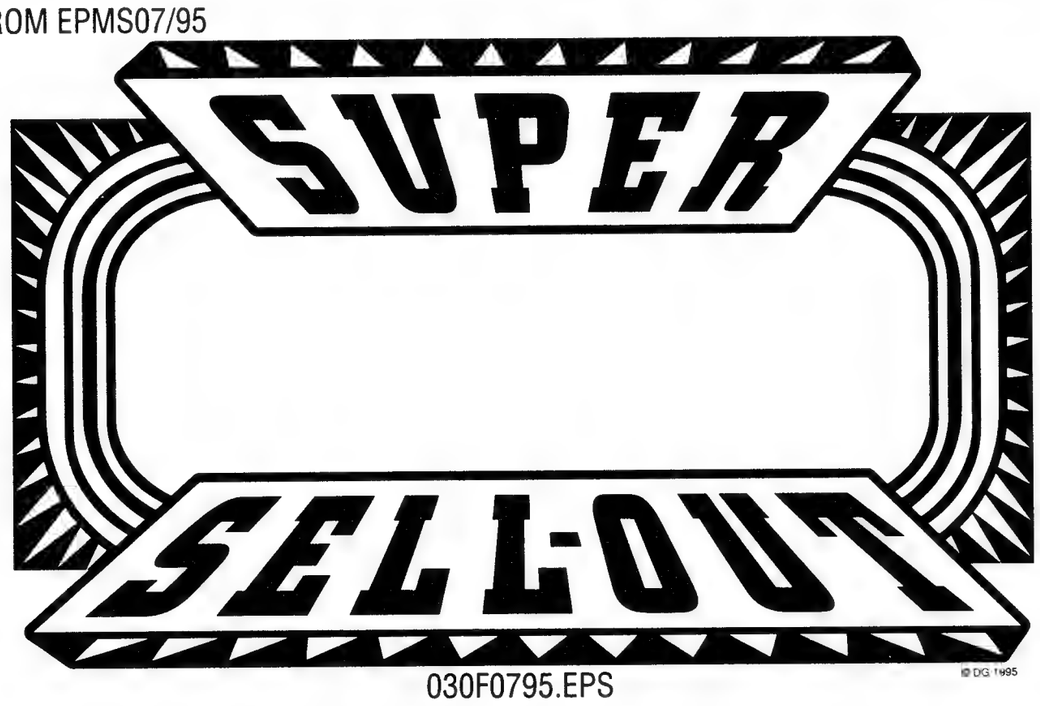

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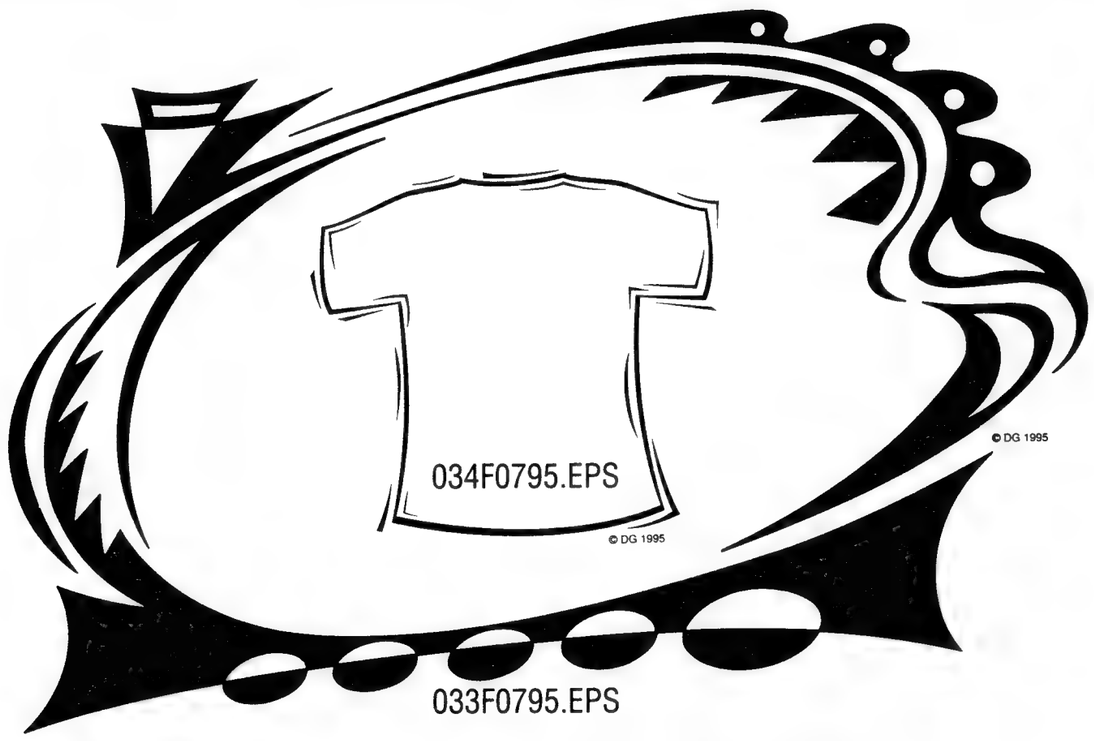

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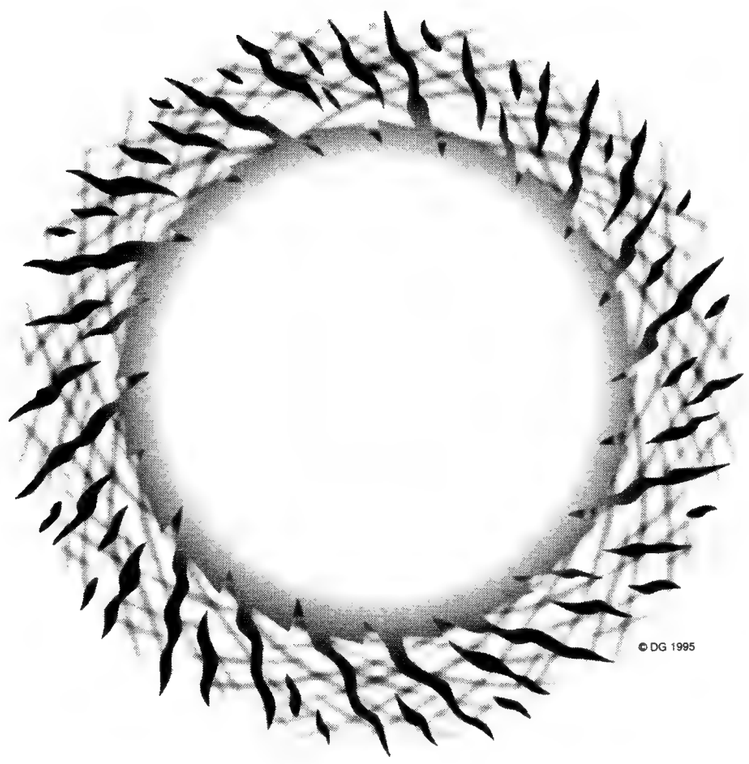

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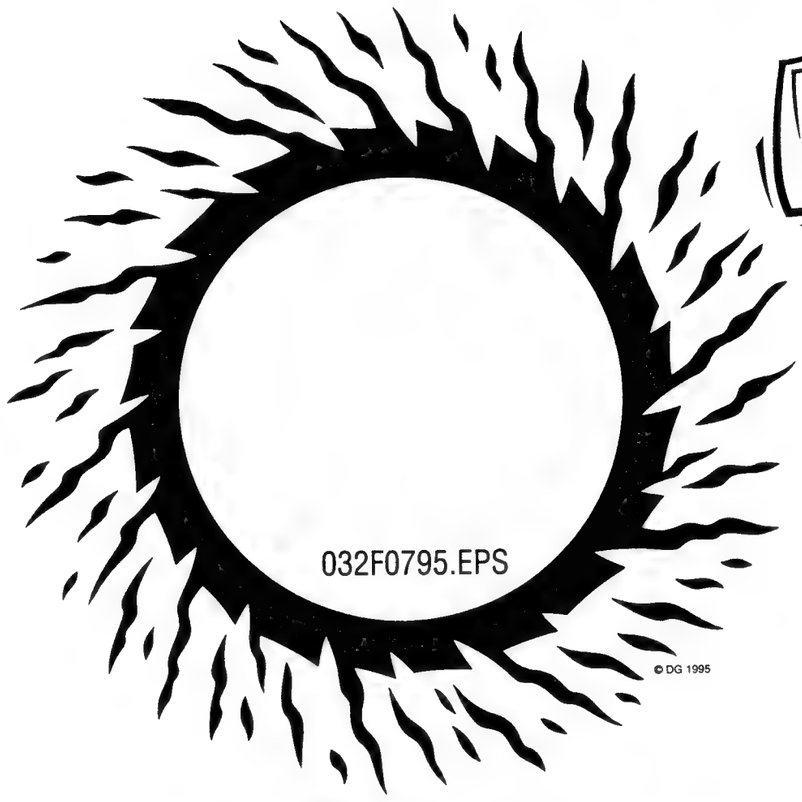

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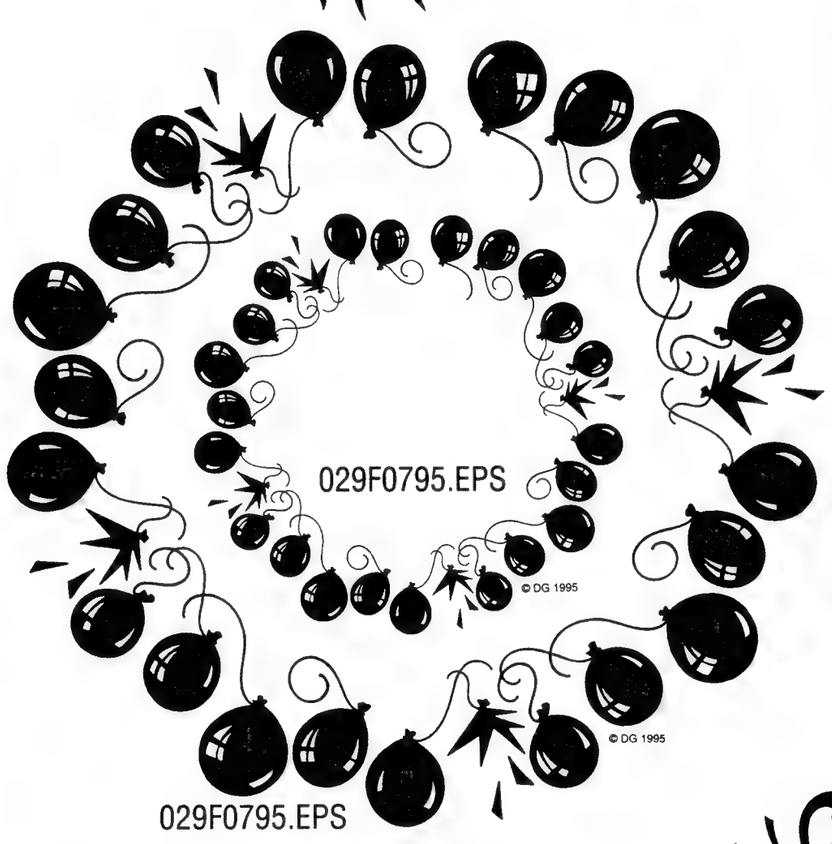

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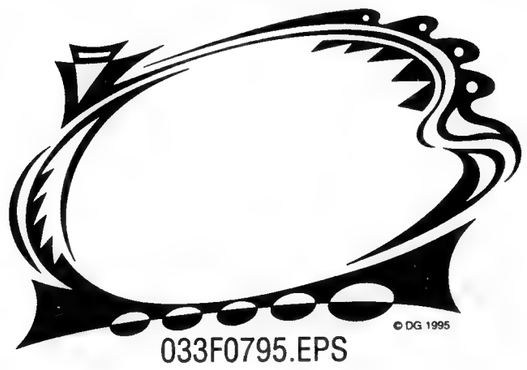

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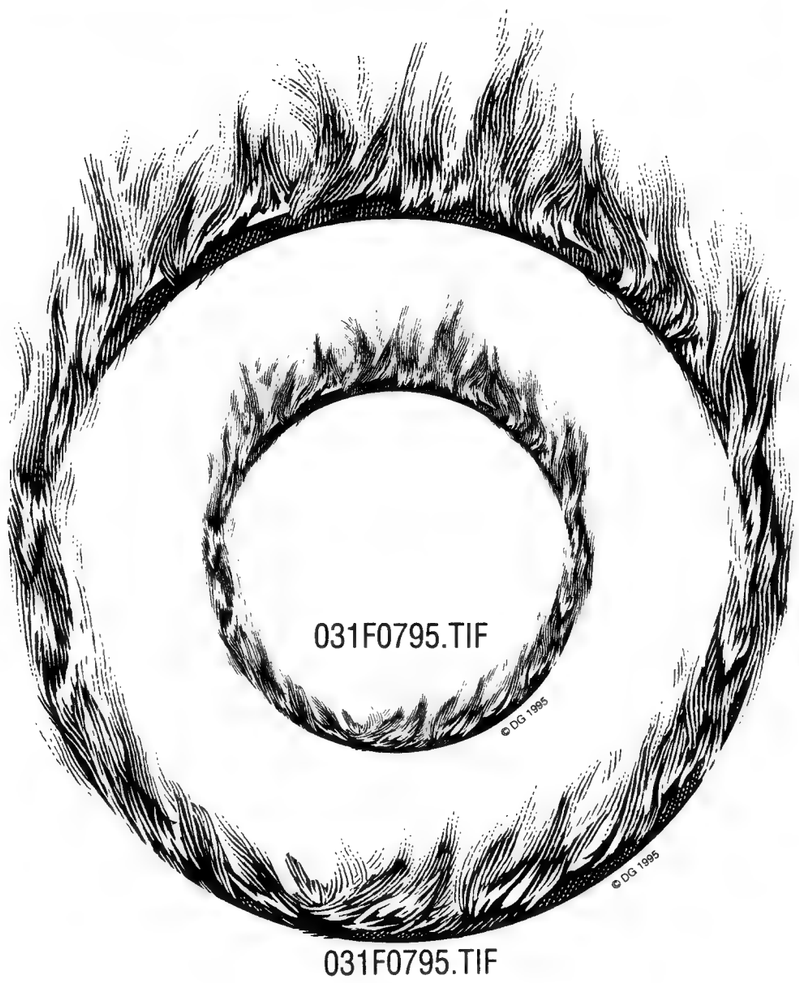

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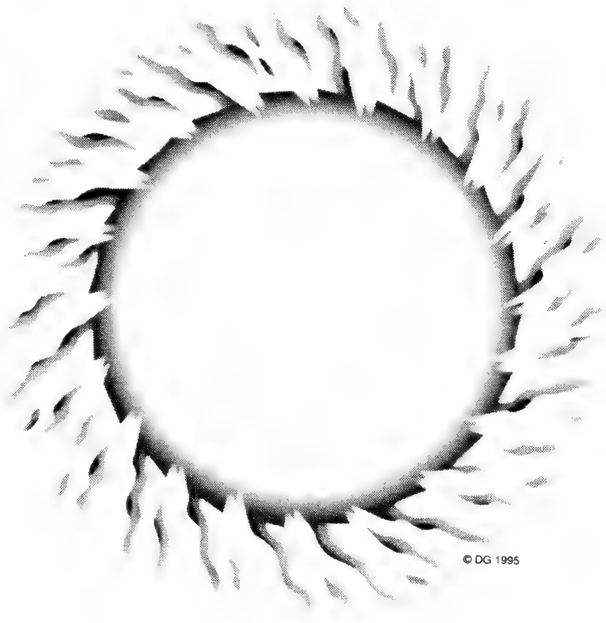

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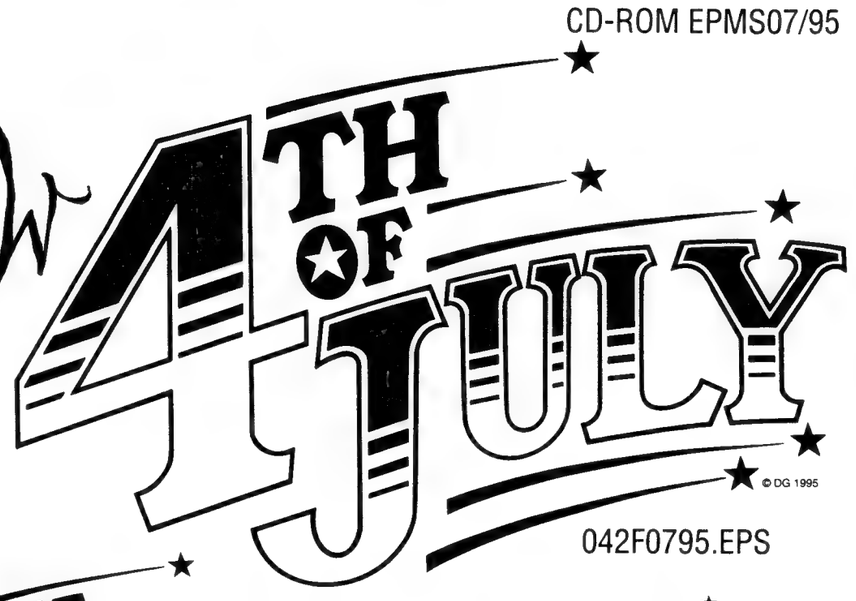

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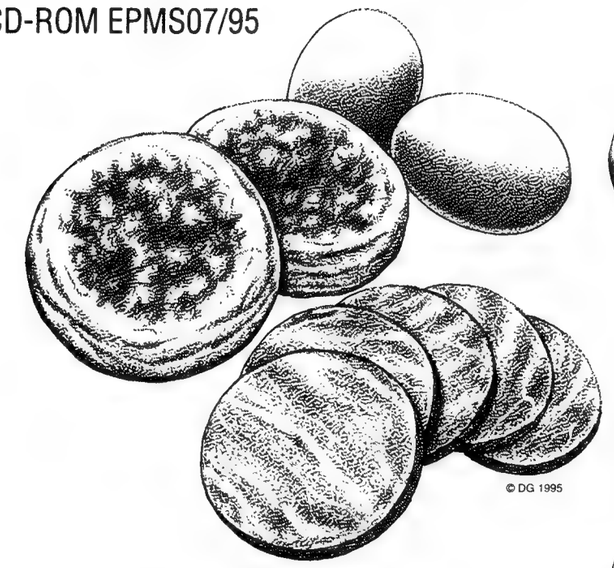

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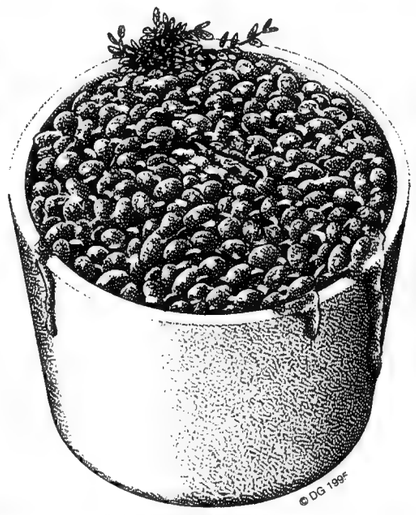

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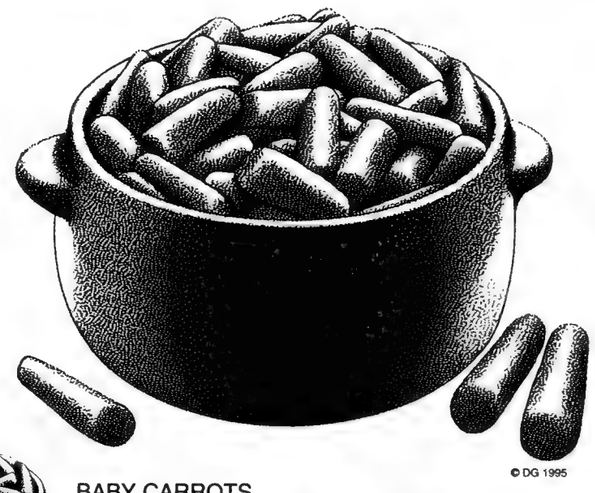

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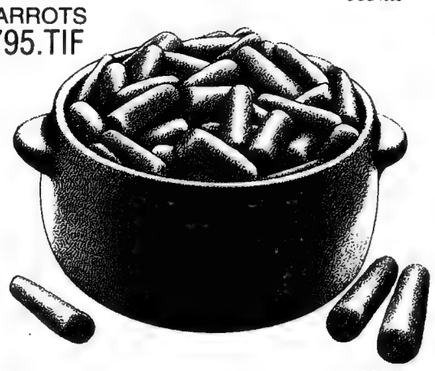

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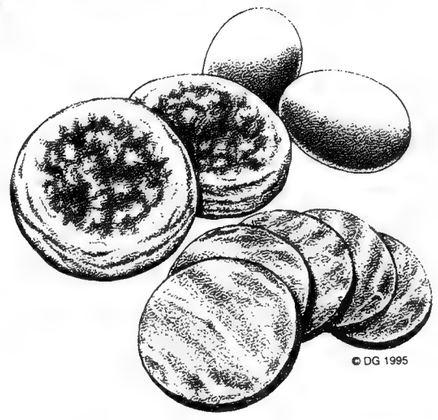

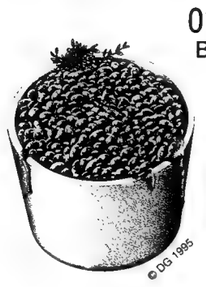

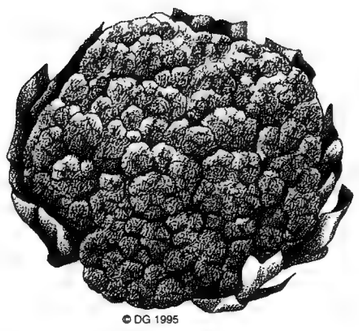

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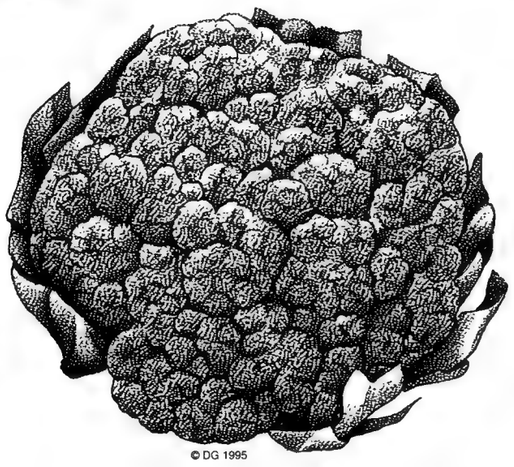

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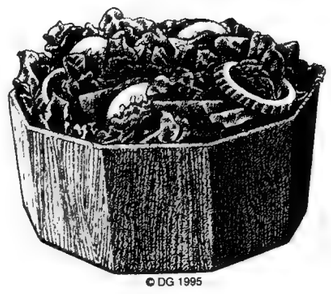

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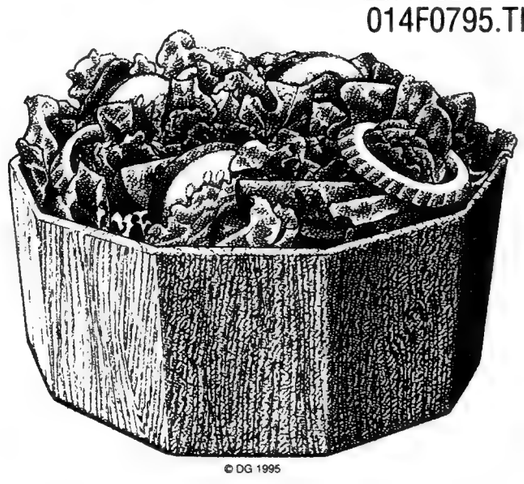

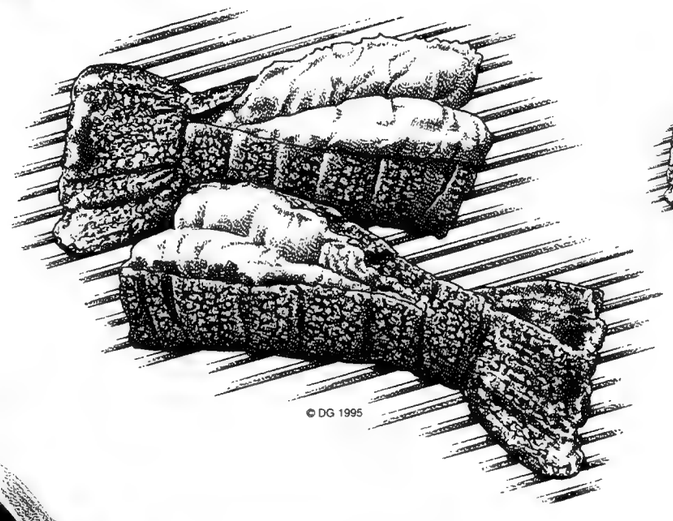

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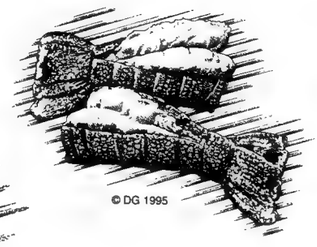

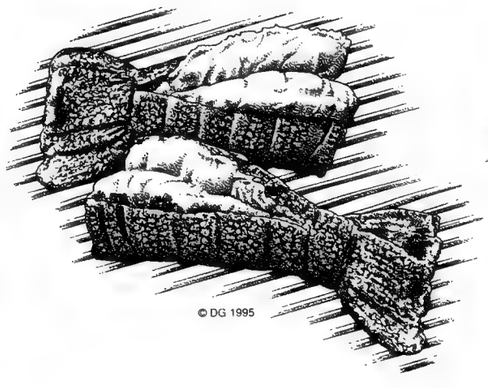

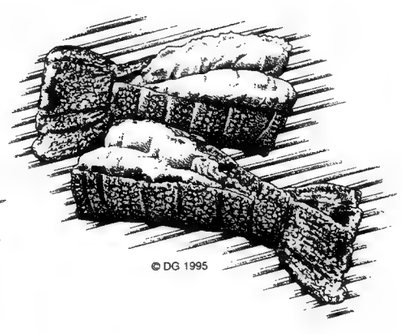

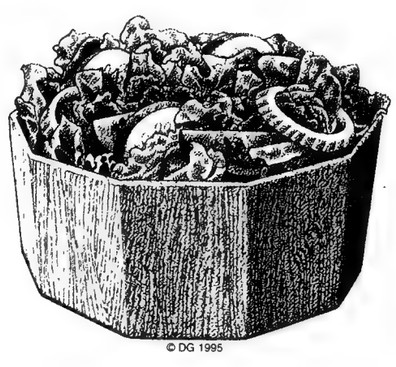

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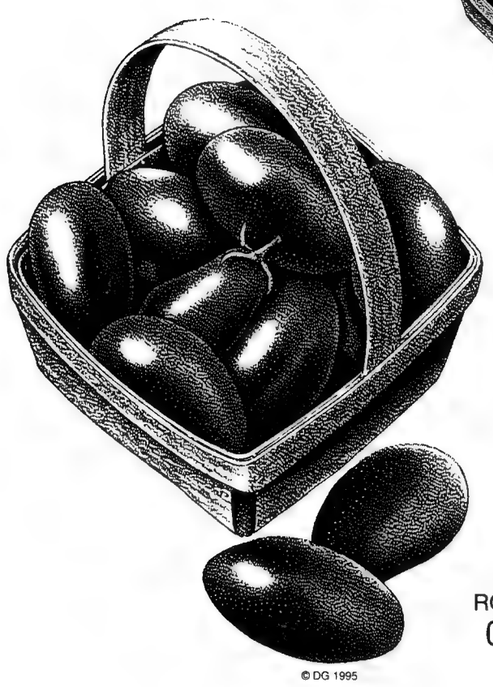

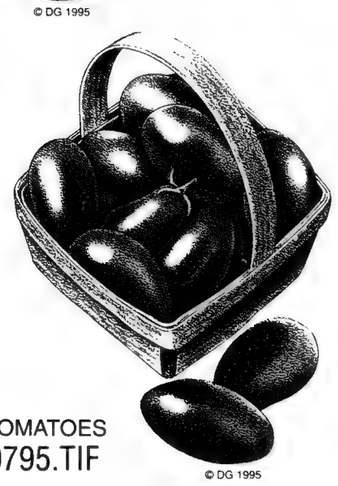

Quarterly Promotional Tie-Ins

Special days, events, observances, and seasonal themes are strong linage builders! These quality, contemporary illustrations provide timely tie-in "hooks" for up-to-the-minute promotions as they infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment. Or, use the art for other non-related advertising purposes. (Note: References next to some headings identify the specific months in which those tie-ins occur.)

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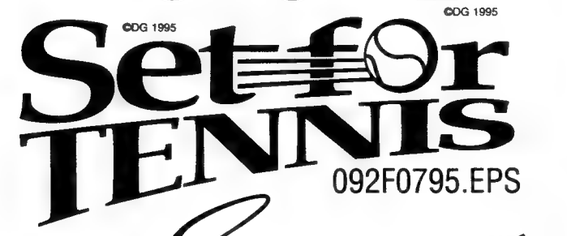

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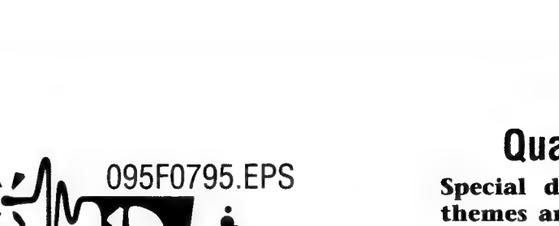

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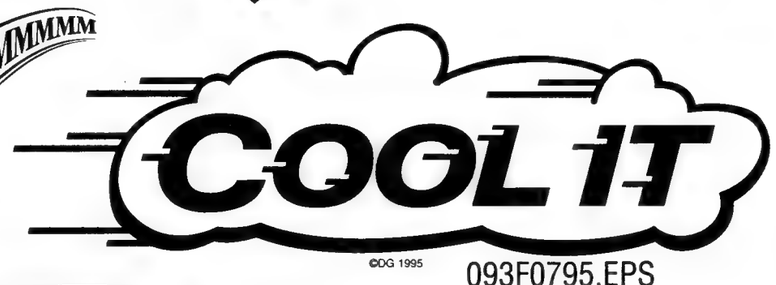

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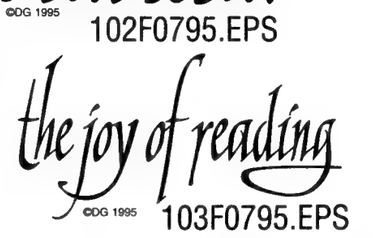

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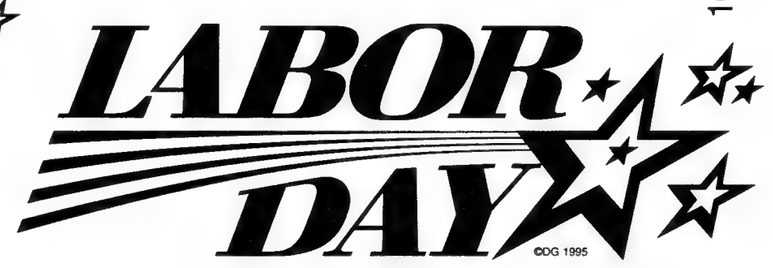

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BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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027F0795.TIF

SALAD BAR

027F0795.TIF

026F0795.TIF

ICE CREAM SHOP

027F0795.TIF

026F0795.TIF

026F0795.TIF

FARMER'S MARKET

025F0795.TIF

025F0795.TIF

024F0795.TIF

021REFLECTED

LIBRARIAN

021F0795.TIF

POOL MAINTENANCE EQUIPMENT

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024F0795.TIF

021F0795.TIF

ROOF REPLACEMENT

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RADON TESTING

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FAMILY HEALTH AND FITNESS GUIDE

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005T0795.EPS(Large Format)

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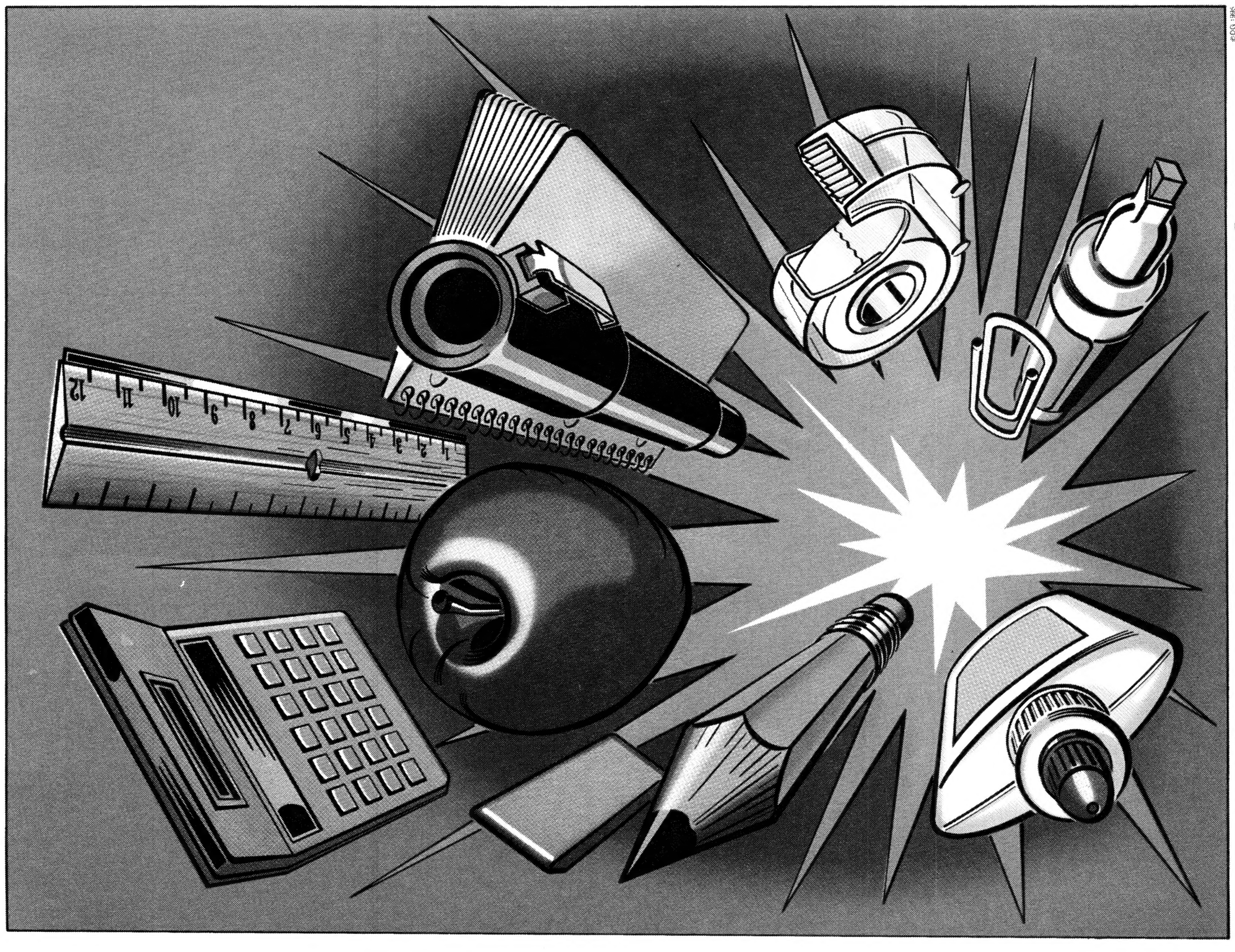

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001C0795.EPS (Color Separated, Large Format) 001C0795.TIF (Large Format)
002C0795.EPS (Color Separated, Small Format) 002C0795.TIF (Small Format)

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• YELLOW PLATE

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• RED PLATE

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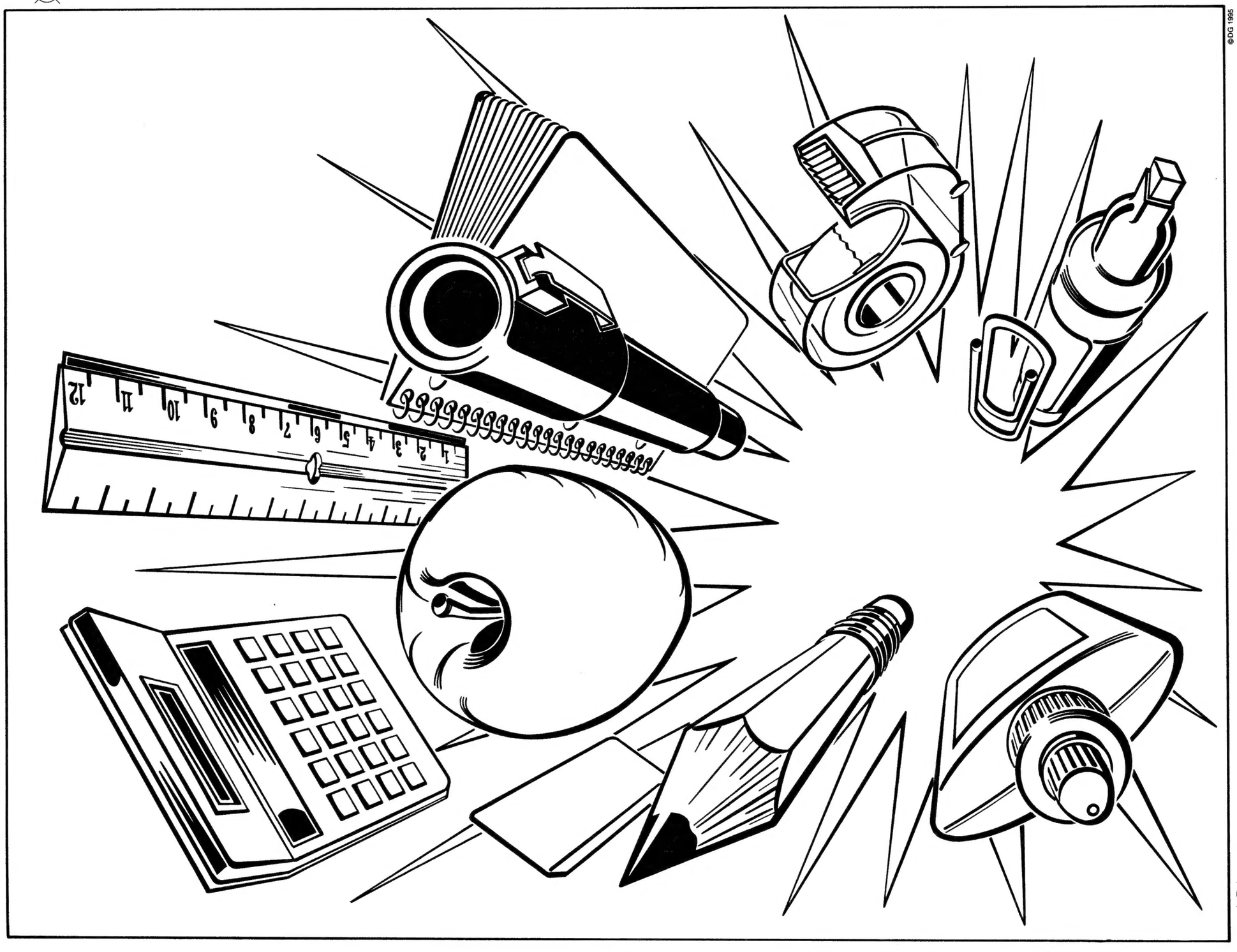
This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

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Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

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TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

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PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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NAME .....

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COMPANY NAME .....

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CITY ..... STATE ..... ZIP .....

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PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

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COMPANY NAME .....

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CITY ..... STATE ..... ZIP .....

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PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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